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# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES: { NO. 10 SPRUCE STREET, NEW YORK,  
{ NO. 138 FLEET STREET, E. C., LONDON.

VOL. VIII.

NEW YORK, MAY 24, 1893.

NO. 21.

## Pacific States and Mining Region.



The region indicated in the above map includes the States of California, Nevada, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, Utah, New Mexico and Arizona.

In these States the American Newspaper Directory accords a circulation rating of more than 70,000 copies to but one publication, and that is the

**SAN FRANCISCO  
EXAMINER**

# Everlasting Publicity.



Some folks—seldom successful folks—imagine that most folks go into dormant quarters when the sun's hot and all outdoors is the field of everybody. Country folks work harder in the summer, and city folks work harder in the winter. The Atlantic Coast Lists reach all kinds of folks—workers and shirkers. They drive their papers into the pocketbooks of all folks, and keep them there all the year around. Use your common sense—don't you read in the summer?—did you ever hear of anybody who didn't read in the summer?—and folks who read buy; everybody buys; everybody reads. It's nonsense to say they don't—you know better—you advertise all the year around, and so does everybody who makes money all the year around. The Atlantic Coast Lists are not for winter people nor for summer people; they are for all-the-year-around people. 1400 Papers. One electrotype does the business.

## ATLANTIC COAST LISTS,

134 Leonard Street, New York.

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Vol. VIII.

NEW YORK, MAY 24, 1893.

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## ADVERTISING AND PUBLISHING IN JAPAN.

By Sahei Ohashi.

In beginning this article, I wish at first to correct any wrong opinion that the reader may have regarding the present condition of the Japanese Empire in connection with the publication of newspapers, magazines, books, etc.

While the United States occupies the prominent position it at present enjoys it is but fair to say that Japan is probably much further ahead of the times than many Americans suppose.

Some idea of the condition of the Empire—from the standpoint of a publisher—can be gathered when I briefly state what Hakubunkwan is doing in a business way. This long name is that of a publishing concern in Tokyo, of which I am the owner.

Hakubunkwan has since its establishment issued over 2,000 publications, many of which have reached their thirtieth edition. It issues over

twenty regular periodicals among which are the following: *Japanese Commercial Magazine*, *Tokyo Monthly Trade Review*, *Japanese Agricultural Magazine*, *Japanese Educational Magazine*, *Japanese Youth*, *Children's Magazine*, and the *Woman's Magazine*. The remaining regularly published magazines are devoted to history, literature and science, and are contributed to by national specialists of acknowledged reputation. The

firm issues in the course of a year over 10,000,000 copies of its various publications; the *Children's Magazine* enjoys a circulation of 80,000 copies and several of the largest printing houses in Tokyo combine in producing the various publications of the firm.

I make these statements, not from a desire to force my own business forward, but to give the reader some idea of the condition of the publishing business in Japan before I describe it more exactly.

There are 120 newspapers and magazines published in Tokyo, the most important, from the standpoint of circulation, being the *Asabi Shimbun*, or *Morning News*; *Asabi* meaning "morning" and *Shimbun*, meaning "news." This paper enjoys a circulation of 100,000 copies daily, while at Osaka, a paper of the same name prints over 130,000 papers every morning.

The *Daily News* of Tokyo has a circulation of 30,000 copies, but in spite of this small circulation it prob-

SAHEI OHASHI.



ably has fully as much weight with the intelligent reading community as have those papers which circulate more largely. The large circulation of the *Morning News* (*Asabi Shimbun*) is greatly due to the fact that it prints from day to day, continued serial stories of fiction, and on this account is largely bought by the women in Tokyo and vicinity. The *Daily News* does not adopt this feature—which I think is American—but on the contrary

devotes its space to all the news happenings of the day. The reporters of the *Daily News* "cover" (as you say here) all the murders, suicides, fires, court trials, receptions, and social, theatrical, and sporting events in a similar manner to the great American newspapers. It is also more fearless in its editorial utterances regarding politics and while Japan is an Empire it must be remembered that the people elect members to the House of Representatives.

In addition to the *Morning News* and the *Daily News*, there are thirty-three other daily papers in Tokyo a large majority of which are morning papers. Japan has not as yet adopted to any extent the American custom of printing evening papers, either separate or in connection with the morning edition.

The Japanese are early risers, and the papers are printed at such time in the morning as to enable them to be delivered to readers by early dawn. This custom holds good the year around. The usual price for a newspaper is *ni sen*, or two cents, about the same price as in the United States but a trifle higher when considered in connection with the relative cost of living. The regular subscription list is much larger proportionately than in the United States, consequently there are fewer

newsboys. The boys who sell papers in Japan do not buy at the newspaper offices and sell on their own account, but are hired by agents. These agents have each their own district and they cover them very thoroughly. It seems that this may be an improvement on the American plan, as by means of the agents every portion, not of the city alone, but of the country is well looked after.

There are no Sunday papers in Japan and the principal reason appears to be that the working force needs one day of rest out of each week. The American custom of changing about and having "off days," to the end of having a full working force present all the time, has not been adopted.

The pay of Japanese newspaper men is about the same as it averages here. An editor gets about \$300 a month, reporters from \$75 to \$100, compositors \$2.50 or \$3.00 a day. When one considers that a working man can live—with his family—for from \$8 to \$12 a week and very comfortably, it will be seen that these are very good rates of payment.

Advertising in Japan has been much changed within the past seven years. During this time barns, sheds, fences, etc., have been largely used and card and sign advertising has grown to be very popular. This new custom has

not appeared to injure newspaper and magazine advertising, however. On the contrary, it has if anything aided it, and publications are quite full of business and other announcements. The system of rates for newspaper advertising in Japan is similar to that of the United States. It is based on the unit of a line, and, instead of agate, *gōgo*, which is the fifth size of type, is used. The highest rate per *gōgo* line is equal to forty cents, and the price runs from this down to a few *sen*. The Japanese columns are wider than those of the American newspapers, and as it does not take so many *gōgo* lines as agate to make an inch, the comparative price of American and Japanese newspaper



Announcement of weather forecast for Tokyo and vicinity.

rates is about the same for the higher grade papers. The positions of the advertisements are guarded very carefully alike by advertiser and publisher, and extra rates are charged for preferred positions.

I might say here that a great impetus has been given the Japanese publishing business within twenty-six years. About 1867 type printing became common in Japan, and superseded, to a great extent, wood engraving, which was found the only way of obtaining an impression. This improvement gave publishing, and especially book publishing, a boom which still continues.

I have noticed with interest the great amount of space used in American papers by proprietors of patent medicines. It is much the same in Japan, except that this class of advertising is used by

The American press agent is a novelty to me. In Japan, theatres and large exhibitions have no such enterprising gentlemen, but rely for press



Advertisement of a lawn sprinkling cart.

druggists who own the medicines, rather than an independent firm or individuals.

Concerning the classification of Japanese advertisers, there are more of druggists than any other branch of business, and publishers and owners of book stores are the next most liberal users of advertising space. Dry goods dealers are not particularly liberal advertisers, and theatres and general amusements occupy but little space.

The magazines are filled, to a great extent, with the advertisements of publishers and book stores. These periodicals enjoy an extremely good advertising patronage, but it is probably due to the fact that space in magazines is much cheaper than that in newspapers.



Advertisement of a Japanese adv'g agent.

notices upon plenty of tickets, freely distributed among editors, reporters, and newspaper men in general.

The advertising agent is almost as common in Japan as in America. He works on a similar method, being a sort of go-between from advertiser and publisher, and dividing his commission with the former.

One great advantage the American newspapers have is the right to speak freely, politically. I think there is no country on earth where newspapers enjoy such freedom of speech as the United States.

#### WITH ENGLISH ADVERTISERS.

*By T. B. Russell.*

LONDON, May 3, 1893.

By this time, I suppose, Chicago may be considered to have got into full swing. On this side we have been for a long time uncommonly sick of Chicago and all its ways. Also the influx of catalogues, official and unofficial, fat, lean and streaky, plain and colored, has left a weariness behind it which leaves no thrill even for the joyous intelligence that advertising space may yet be had in the (ahem!) "lavatories" of the World's Fair. As many people as want to advertise at Chicago have either obtained floor space or listened to the charming of the catalogue fiend. And we are all *quite* convinced—no, it isn't needful to repeat it—that the Chicago show is a very big thing indeed.

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There is something, after all, in bigness as bigness. Some advertisers use up good, costly space in setting forth the largeness of their business. There are even instances where this is about the most advantageous advertising that can be done; as in the case of Pitman's Shorthand (copyright here), where it is certainly good advertising, as Mr. Pitman has found and shown, to demonstrate that the overwhelming majority of English shorthanders use this one system. Another case that occurs to me is a line used by the Thomson-Houston Electric Lighting Co.: "There are more Thomson-Houston Arc Lamps alight every evening than there are of any other maker in the world." But I think the most graphic and effective use of this kind of idea (and this is what set me on the subject, too) was brought to every

one's notice on Monday last, when the Far Famed Cake Company modestly, soberly and unobtrusively (as I had almost said) brought itself into prominence by the simple device of causing about forty of its light delivery-carts simply to drive through the city. There were no advertising boards carried, beyond the name of the company on the side of the vehicles, and *that* is there all the time. The carts are all of one pattern, covered with clean, striped blue and white hoods, all alike, and the horses are all of one color—serviceable creatures, evidently well cared for. The effect was most striking. The thing, you observe, is as different as anything can be to the usual kind of street advertising—brass band, fancy costumes, bills scattering and the like. It was a success by pure virtue of its quiet and respectable character, a nuisance to nobody, and after all not such a very big thing either, but immensely successful as a means of attracting attention. Two things I, for one, certainly learned from it. First, that the F. F. Cake Company must have a much larger business than I ever supposed, and secondly, that about forty carts make up a far longer and more imposing procession than any one who has not seen such a number together would imagine.

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One of the most curious museums in the world, as I learn from a paragraph which is going the rounds of the press here, is that containing hundreds of thousands of newspapers at Aix-la-Chapelle. This quaint museum-library was founded some seven or eight years ago by Oscar Forkenbeck, who collected newspapers as other people collect stamps or autographs. The whole of his income for something like forty years was distributed over newspaper offices of the civilized and uncivilized world, and he received every morning dailies published in thirty languages. By the year 1885 he found himself the happy owner of 10,000 files. He then hit on the excellent idea of founding a newspaper museum, and with this object in view sent a circular round asking the whole newspaper world to assist him in his great work. The Continental press seem to have responded with enthusiasm, and now there is certainly no such collection of newspapers existing in the whole world. Mr. Forkenbeck has been made librarian-in-chief, and both he and three assist-

ants are busy indexing and arranging the ever-increasing collection.

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The chaste and pleasing announcement which follows has recently appeared in the *Times*. Surely the charms of personal publicity have here reached their zenith :

PERSONAL, &c.

MRS. GEORGE ASHTON, 5 Victoria street, Westminster, takes this opportunity of thanking her numerous friends for their kind letters of sympathy on the dissolution of her marriage.—26th April, 1893.

And while on the subject of short advertisements the following, which I cut from the London dailies last week, is original enough to be worth quotation :

A GENTLEMAN of culture and means, A, who has lately led a somewhat solitary life, is now desirous of entertaining young and bright society at dinners, theatres, races, picnics, &c.; strict confidence and liberality may be relied upon. Write, in first instance, to S. C., Willing's, 162 Piccadilly, W.

One wonders what it all means.

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Captain Boynton, the famous swimmer and inventor of the diving dress which bears his name, has engaged the grounds at Earl's Court in the west of London, formerly in the distinguished occupancy of Col. Cody, better known to a modest immortality as Buffalo Bill. There has been a big swimming tank erected, and all sorts of water gambols are to be exhibited. The gallant captain is distinguishing himself by some very original advertising, and also by the admirable and almost Barnumesque manner in which he has managed to be "interviewed" and otherwise written-up by the press. An excellent piece of wall-posting of the enigmatical kind is a wall-bill which Captain Boynton is using along the lines of railway, and which reads, in bold, clear but originally shapen letters, thus :

ALL ROADS  
LEAD TO  
EARL'S COURT.

Alone, this would be poor publicity; taken in conjunction with the other advertising that is being done, it is very felicitous, and it is making a good deal of talk.

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The action between Mr. Barratt, of Pears' Soap, and his opposite neighbor,

who (as readers of my former note on the subject may remember) objected, to the extent of legal proceedings, to the exhibition of dissolving views on Mr. Barratt's building, at length reached the trial-stage last week. The case for the plaintiff was that he was wronged by the assemblage of crowds provoked by the said optical exhibitions, and the defendant agreed, at the preliminary hearing, to stop them, *ex gratia*, until the legal rights of the matter should be determined at the trial. The latter was, however, compromised on the second day, and the parties shook hands in court.

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Is it a good ground of suit if one's neighbor, by some advertising device, causes a crowd to assemble at one's door? Probably not, I should have supposed; but this compromise prevented an authoritative decision by the court on the subject. In a recent case, where the crowds attracted by a popular play were the ground of action by a man who lived next to the theatre, the court held that the lessee of the theatre was responsible; but in this case it was ruled that the crowd constituted a legal "nuisance," whereas in the other action the ground was specific injury. I had a shrewd suspicion that the theatre action was not entirely inimical in intent; anyway, it served to attract a good deal of attention to the popularity of the play in question—"Charley's Aunt."

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An advertisement like the following is enough to make one cry for Castoria, as "Baby cried" when she, too, felt sick :

When Baby had rash, we rubbed on Vinolia;  
When she was a Child, she cried for Vinolia;  
When she became Miss, she clung to Vinolia;  
When she had Children, she gave them Vinolia.  
Probably it may not have been within the knowledge of Messrs. Blondeau & Cie, when they commenced to insert this, as they have done very widely in English country papers, that it is a flagrant imitation of an American advertisement, in use for the last thirty years. It was written by the late Demas Barnes. One of Mr. Barnes' maxims on advertising was that "it never pays to copy, and can't injure you much to be copied." No doubt, when the facts are brought to Messrs. Blondeaus' attention they will see the propriety of withdrawing the announcement.

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May I be allowed to take the occasion to say that nothing which appears in this column is ever prompted by any personal motive towards advertisers criticised, either favorably or otherwise? Some months ago I had to remark on some other Vinolia advertisements, and I was told that Messrs. Blondeau & Cie took my observations in rather bad part. I have not the pleasure of their personal acquaintance, and could have no possible ground for exhibiting malice towards them, my remarks being occasioned solely by the journalistic interest of the matter for the readers of PRINTERS' INK. There was no animus in them, and the same applies to my reproduction of the foregoing advertisement.

#### ADVERTISING A GENERAL RETAIL BUSINESS.

*By John S. Grey.*

It should be well understood that the advertisements suggested in this and previous essays are necessarily set in smaller type in this paper, because the editor could not possibly afford space to print the announcements as they are intended to appear in newspapers. Where a large space is paid for, therefore, they should be printed in proportionately larger type, and the effect will be found to be much greater than it may appear in these columns.

Moreover, be it remembered that it is by no means necessary to *fill* the space, the reverse is the most attractive and profitable form. Many country advertisers now surround their matter with blank space, and this not only "throws up" the type in bold relief, but, if the matter is good and to the point, invariably catches the attention and chains the interest of the reader. Nevertheless, PRINTERS' INK sufficiently indicates the *class* of type to be used for any intelligent printer to set the matter as it *should* appear in a far larger space than we have here at our disposal.

With this explanation, which applies to all the examples given, any advertiser should be able to cut out and use in his local paper any of the following or foregoing suggestions that may strike his fancy.

We will take the business of a retail hatter as a starter, and we have to consider chiefly hats for summer wear, as the season is now pretty far advanced. While writing the advertising matter

for E. M. Knox, the celebrated New York hatter, two years ago, I found that a four, six, or eight-line jingle, changed several times each week, became so attractive that Mr. Knox, at the completion of the series, had them all printed in the form of a booklet and widely distributed.

I would not, however, recommend jingles nowadays for newspaper advertising. They are all very well in street cars or in show windows, but must now be considered rather *passé* in the daily press.

#### YOUR HAT HAS FALLEN OFF

sadly in its original good appearance. Rather too soon for the color to fade and the nap to wear off, wasn't it? You thought it would last much longer in good looks? Tempted by the low price, were you not, without considering the durability and continued neatness of the hat? Next time you want to save money and secure quality, try one of our Hats, and you'll avoid disappointment.

As a little "reader," which is often used as an adjunct to the regular advertisement, this might please a hatter's patrons:

#### CAP-SIZED!

—the little boy who came to BLANK'S store for a neat summer cap?

In a general hardware store there is such a large variety of articles kept in stock that it would be next to impossible to enumerate even one-half of the catalogue. But this is not necessary. People know pretty well what they can and what they can't get in a hardware store, and don't go there for postage stamps and Bologna sausages, as a rule. But it is wise in an advertisement, to bring prominently forward one, two, or maybe three leaders, about which you must have something especially attractive to say; otherwise you are likely to be as commonplace and uninteresting as your competitors, and perhaps worse. In fact, they may be the bright, progressive merchants and you the sluggard—it all depends on your advertising.

#### ALL FOR LAWN!

The ladies will soon want to play Tennis and Croquet. Is your lawn in fit condition? Better have it cut and trimmed with one of our new style Lawn Mowers. So easy to handle that a child can work them. They don't get clogged, don't miss patches, don't make too much noise—don't do anything except give satisfaction.

When your lawn is fixed maybe you'll want it fenced. We have Well-Woven Wire Fencing for that purpose at popular prices,

As a short reader of two or three lines this might be used :

HARDWARE for easy wear and long wear at Blank's. All sorts, all prices, bargains and sacrifices.

Now we come to the gents' furnishing business, which is just now experiencing that change in its staple goods which marks the departure of cold weather and the advent of hot. Almost everything a haberdasher sells is subject to vast change as the weather changes—a matter for his constant reflection. He is almost in the position of the butcher selling meat—he must get it off his hands as quick as he can or lose by it. Heat or cold changes the demand for nearly every article in his stock. However, this should not come amiss for the approaching season:

#### COOL CLOTHES FOR HOT WEATHER.

They say we are to have an exceptionally hot summer. It is best to prepare for the heavy atmosphere by wearing light Underwear. Our stock for the present season is delightfully cool and comfortable—fine in texture, soft to the skin. Depend upon it, the only way to keep cool is to wear cool clothing. See our Fine, All-Wool Outing Shirts—thin and light, but the genuine material. Though all these garments are of excellent manufacture—made to wear more than one season—their price is like the fabrics—very light.

As I have said before in previous articles, it is the reverse of good policy to crowd too many goods into one advertisement, even when you make a leading feature of one or more lines. It has the tendency to confuse rather than enlighten. In advertising gents' furnishings I would devote one entire announcement to neckties, another to dress shirts, a third to socks, then gloves, and so on. But you want to say something every time that you don't think any of your rivals are likely to say.

It is just approaching the season when the main business of the druggist is done with the members of the fair sex, not forgetting their escorts, who understand the potency of how and when to "wink the other eye." I allude, in the first place, to the soda fountain, and in the second, to—but there, I won't give my sex away like that!

Yet I would not counsel the advertising of soda water as a specialty, except in brief readers, because that cannot be properly called a specialty which is readily obtainable elsewhere, and not only the saloons, but candy stores and even

toy shops run a soda department in the summer season. I think the best and most profitable thing that a druggist can feature as a leader in his advertisements should be the prescription department, in something like this style :

#### DOCTORS AGREE

in at least one thing in this town, and that is that their prescriptions are put up quicker, better and cheaper in our store than in any other. It's the sick person who knows the value of speed in procuring medicine—it may often mean life or death. The quality of the drugs, too, the experience in compounding, and the reasonable charge, tend to make our establishment the favorite resort.

The readers I referred to might run in the line of this jingling couplet :

Fresh soda, sparkling, cool and pure,  
At (BLANK'S) drug store you can procure.

#### A NEWSPAPER CONTRAST.

*A la Kipling.*

"Who is that worn and shabby man?" asked visitors one day;  
"Oh, that is the chief editor," the office boy did say.  
"Why does he dress so meanly, then, this merry month of May?"  
"Because," the office boy replied, "he gets but little pay.  
Yet he racks his brain from morning until far into the night,  
In every branch of literature he is supposed to write,  
And he's alone responsible that everything is right  
When the newspaper is published in the morning!"

"Who is that princely fellow there, so fashionably dressed?"  
"The advertising manager," the boy said to his guest.  
"How is it that he dresses in a garb so grand and gay?"  
"Because, besides commissions, he receives enormous pay.  
He rules the whole establishment and bosses us around,  
And rates and circulations 'tis his business to expand.  
But after 3 p. m. each day he rarely can be found,  
Till he saunters in at 10 o'clock next morning!"

#### SPACE HAS A VALUE.

*From the Chester (Pa.) Times.*

Some people act as if they think that it does not cost anything to put a line of type in a newspaper. It does, though, and if for the benefit of an individual, he should be willing to pay for it. If no one else pays for it, the owner of the newspaper does. Space in a newspaper is the owner's stock in trade. He can no more afford to give it away than a grocer his groceries, or a haberdasher his haberdashery, or a baker his bakeries, or an oysterman his oysters. He has it for rent, and he can no more afford to furnish rent free than a landlord can furnish rent free,

## MAKING A BEGINNING.

*By W. C. Halleck.*

(Gen. Mgr. of The Skookum Root Hair Grower Co.)

Everything must have a beginning, and the introduction of a new article, though it be a patent medicine, is no exception to this rule. Some, more fortunate than others, have no difficulty in securing necessary capital wherewith to launch forth their wares upon the market and by extensive advertising at once create a demand for the goods they have to sell. Others—and I was of this class—have to commence in a



W. C. HALLECK.

small way, beginning at the bottom and working up. Therefore it is with some misgivings that I attempt to briefly lay before the readers of PRINTERS' INK my experience as a beginner in advertising though I am encouraged to do so by the hope that I may drop an idea which will assist some others, commencing under similar disadvantages. At the very outset I wish to say in the plainest language, that I am an inherent believer in the judicious use of printers' ink (also PRINTERS' INK).

On the 23rd of April 1890 there was ushered into the Western market a new hair preparation christened Skookum Root Hair Grower. The word "Skookum" is derived from the "Chinook Jargon" and signifies strong or powerful, the plant from which this tonic is made being so named by the Indians of British Columbia, to which section

of country it is indigenous, on account of its peculiar and remarkable stimulating properties when applied to the roots of the hair. Hearing of Skookum while in British Columbia, I conceived the idea of formulating from this root a hair preparation, and having had several years of practical experience in chemistry, I was enabled to intelligently compound such an article. I experimented with Skookum for some time in my own family and soon demonstrated its virtues beyond a doubt, by the wonderful growth of hair it produced upon my two little girls aged eight and ten years respectively, their hair having grown to the extreme length of thirty-nine inches. Convincing proof of this character made me a firm believer in the merit of my own preparation, and I determined to put it on the market. Let me say, right here, it is my opinion that no man with small capital should venture into the advertising arena who is not a firm believer in the merit of that which he has to offer for sale.

I fear I have somewhat disengaged from my subject but that which follows, will, I trust, justify me if these few links will exemplify the moral which I wish to convey in forging the chain of circumstances which led to the beginning of my career as an advertiser.

When I had satisfied myself that my preparation would sell, the next difficulty which beset my efforts was the lack of money to carry out my ideas. To be perfectly frank, the money necessary to put up the first gross of "Skookum" was advanced by a personal friend. When this was ready for the market I placed it in small quantities with the several drug stores in Portland, Or., where I then lived, and asked them to call the attention of their customers to it, and sell it on its merits, subject to return if it did not give satisfaction.

After more than a month's trial of this kind, I found that the experiment would not succeed. I once more began to cast about me for a way of accomplishing my purpose. I succeeded in obtaining sufficient money to enable me to take a four-inch display advertisement, preferred position, in the daily *Oregonian* for one month. At the same time I conceived the idea of exhibiting the remarkable hirsute possessions of my two little girls.

This step proved a drawing card. From this exhibit and the advertisement

in the *Oregonian* I found at the end of thirty days that there was a healthy demand created for "Skookum." I continued my exhibits and increased my advertising with the *Oregonian*. Business commenced doubling up rapidly, and in a short time I was enabled to visit adjacent cities, where I pursued exactly the same methods that I had found successful in Portland. In every place I met with success. As my little capital increased I took more space in the best daily papers. In a few months I was enabled to use the columns of papers in sections I had never visited, and in less than five months from the time that the first bottle of "Skookum" was marketed I was in a position to start on a four months' tour of the Northwest, taking with me my little girls, and making exhibits in the larger cities and towns, never forgetting my original purpose to use the columns of the best papers in each section as liberally as my limited means would permit.

My success on this trip was considered by those experienced in patent medicine business to have been little short of phenomenal. In all places I visited I made yearly contracts for as much advertising as I thought I could pay for, meeting all bills promptly at the end of each quarter. On returning to my home in Portland, Oregon, I more than doubled my business with the daily *Oregonian*. I used the columns of the best papers in Oregon, Washington, Idaho, Montana, Utah, Colorado and California liberally. One by one I contracted for space in papers in other sections, adhering to my original idea of "preferred" position or nothing. For an amateur I feel that I often succeeded in making good trades, at least I was always satisfied.

It was not long before I had pretty generally covered the Pacific and Northwestern States. During all this time I was compelled to husband my resources in the most careful manner, and I might add that the undertaking involved an amount of hard work that might have made many men weak-kneed. But I stuck to my text, and fell into the habit, which I still continue in, of working on an average of about sixteen hours out of every twenty-four. I believed that success was worth working for, and under circumstances such as mine that it could not be attained in any other way.

At this time I began to think of new

worlds, but to invade them required more capital than I possessed, and so, on January 30, 1892, I had the satisfaction of organizing a stock company with a capital stock of \$100,000, more than fifty per cent. being paid up. Soon afterwards I started for New York, with the purpose of making it my headquarters, first making a three months' tour of California, visiting the drug trade in the principal cities of that State, and placing liberal contracts for advertising with the best papers.

I reached this city early in May, 1892, and located at 57 South Fifth Avenue, where our main office and laboratory are now situated, and I am now preparing and closing contracts with the leading papers throughout the entire West, believing that it is wisest to thoroughly and systematically cover that field in which the goods have once become known, adding thereto adjacent territory.

Now, as to my methods of newspa-



What Skookum did.

per advertising. As already stated, I am a stickler for "preferred position," and when I cannot get this I take nothing. In the past I have used readers and display, but experience has taught me that a well-displayed advertisement is the most fetching; at least, I have found this to be true so far as my particular article is concerned. In sections where "Skookum" was practically unknown I have followed the system of "booming" as a starter, using four inches of display entirely

across the top or bottom of a choice page in the best dailies for one month.

This I supplemented with a four-inch single or three-inch double column for one year. Returns have always met my expectations.

In the summer of 1890 I first learned of the existence of that indispensable little publication to *every* advertiser, PRINTERS' INK, to which I have since been a subscriber. From it I learned my first lessons in practical advertising, and I have never ceased to regard it as my safest and best guide; for from its columns I have gleaned the ideas and experiences of the leading advertisers throughout the country.

With this knowledge, I formed my own ideas as to that which would be best for my own specialty. This little instructor I read religiously every week from the first cover to the last; in fact, I feel as if I could not do business without it.

I believe it is very difficult for the general advertiser to trace positively the results that each individual publication brings, but we all know that some pay us better than others. Of the papers which I know to a certainty have given me good returns I must not fail to mention the Portland *Daily Oregonian*, in which I inserted my "maiden" ad; likewise the Seattle *Post-Intelligencer*, Salt Lake *Tribune*, Denver *Times* and *Rocky Mountain News*, San Francisco *Chronicle*, *Examiner* and *Call*, Los Angeles *Herald*, Oakland *Enquirer* and *Tribune*, Butte *City Miner* and *Inter-Mountain*, and Helena *Journal*.

At the very beginning I adopted as my trade mark a cut showing a back view of the hair of one of my little girls, which I have incessantly and persistently employed on all printing matter used in my business. This cut will invariably be found to form a part of my ads in the papers also.

I have endeavored, by "keeping everlastingly at it," to so impress this trade-mark upon the public mind that they can never get away from it—to have it stare them in the face by day and haunt their slumbers at night. I write every one of my own advertisements, without any other assistance than that afforded by my best companion—PRINTERS' INK. Whether they are good or bad, I have had satisfactory returns; therefore they suit me.

Having been in this business so short a time, I am still learning, and

don't pretend to know as much about advertising as some of the gentlemen who have recently given their views in PRINTERS' INK. But my experience certainly does show what can be done in a few years by a man with no capital, a little persistency and unbounded faith in advertising.

To illustrate what it has done for us, I will cite the fact that our sales last year to some single jobbers in the West amounted to more than \$10,000; while in a town of less than 25,000 inhabitants, on an outlay of newspaper advertising of \$375, we sold to one firm, in less than ten months, nearly \$1,500 worth of goods.

#### A CRITICISM ON ADVERTISING TYPOGRAPHY.

BOSTON, Mass., May 10, 1893.

*Editor of PRINTERS' INK:*

In a recent issue you printed, under the title of "A Printers' Contest," three sample advertisements representing styles of composition of the PRINTERS' INK Press, the De Vinne Press, both of New York, and the Barta Press, L. Barta & Co., of Boston.

You invite criticism. I accept your invitation.

In the first place, the three advertisements are effective, and have business-bringing quality in them. To criticize them one must admit the excellence of them all, and simply speak better of the best one. Each advertisement has an identity of its own which characterizes it from the others and gives to it original advantage.

To begin with, the PRINTERS' INK sample has the advantage of a new style of Roman type, which is easy to read, a border certainly effective, the word "printers" brought out in plain yet very distinct type, the name of the type foundry so that any one can see it, and the name of the firm in very small type at the bottom—an essential in advertisement setting which cannot be overestimated.

If I were obliged to criticize the PRINTERS' INK advertisement, I would state that I do not particularly like the border. It is not sufficiently original. It does not have the distinct character which I like to see in advertising borders, even at a sacrifice of artlessness.

I somewhat believe in using one style of type throughout, although there is no objection to the heading being in a different style of letter. But this criticism is not a strong one, because the style of Roman very nicely harmonizes with the style of display.

The De Vinne Press advertisement seems to me to be the poorest of the three, although by no means a bad example of typography. The border I do not like. It has neither character, effectiveness nor anything to attract the eye, except that its lightness might possibly throw the type enclosed by it into somewhat stronger relief. It might as well be left off, or a parallel brass rule allowed to take its place.

The style of type used in the De Vinne Press advertisement is sufficiently effective. I think the upper paragraph would look better if the words "secure good prices for their work" were not set in full face. Full face mixed with Roman, by throwing itself into prominence, injures the Roman matter more

than enough to counterbalance its effectiveness.

The type for the word "printers" is somewhat insignificant, when it should be very prominent—the leading word in the advertisement. "Run in" display lines must be of extreme size to be prominent.

The De Vinne Press type harmonizes well.

The principal criticism on this advertisement, outside of the border, is that the name of the type foundry is made too prominent, and the important word "printers" is set altogether too small.

The advertisement of the Barta Press is the most original, the strongest, and by all means the most characteristic of the three.

There is only one style of type used throughout, and it is arranged so that the prominent lines are as strong as they can be, and the reading matter lines, by the diminutive size of the type they are set in, throw the head-lines into stronger relief, and yet this small type can be easily read by any one who cares to read the advertisement.

Small type, if it be large enough to be easily read, is certainly advisable in advertisements of limited space where too much reading matter is demanded, for it gives room for display lines, which attract a person to the advertisement, and if the attention is once attracted and interest created, they will read everything in the advertisement, whether set in nonpareil or great primer, but the head-lines must bring them there.

I somewhat criticise the Barta Press border. Such a border should enclose light face type. The border is too much like the type, or the type too much like the border. One somewhat counters the other. If this border was shaded somewhat, or in some other way made lighter, the type in the center would stand out in double strength, and yet the border would not lose its effectiveness.

I would make the same criticism on the black dots under the word "printers" that I make on the border. These dots should be lightened.

I think the compositors of the three advertisements deserve to be congratulated, for they have produced three advertisements which are models in their way, each one possessing certain distinct advantages which the others do not.

The Barta Press advertisement would be noticed the quickest, for the Barta Press compositor has produced an advertisement of greater originality and strength.

NATH'L C. FOWLER, JR.

#### NO LOCAL ADVERTISERS.

#### PUBLISHERS COMMERCIAL UNION.

*Editor of PRINTERS' INK:*

In the May 10th issue of PRINTERS' INK, in an article headed "How Advertisers' Financial Standings are Rated," you state that in our newly-revised edition of the *Advertiser Reporter* there are 22,000 names of advertisers, against 45,000 quoted in some other publication. In former editions we have given some 50,000 names, and the reason for reducing the number in this edition was that none but general advertisers should be rated, as in giving a list of the local advertisers, as well, it was misleading to the publishers in far-off towns in soliciting business.

The object of the *Advertiser Reporter* is to publish the name of no local advertiser, but reports will be furnished patrons on this class of advertisers when desired.

M. C. MYERS, Gen. Mgr.  
Publishers' Commercial Union.

NEW YORK, May 13, 1893.

#### MILLIONS IN IT.

—  
NEW YORK, May 17, 1893.

*Editor of PRINTERS' INK:*

I enclose a circular issued by *The Island*, St. Louis, the purpose of which is to convince an advertiser that their circulation statements are perfectly fair and square. This circular is typical, I think, of the hundreds received by advertisers in the course of a year. Every paper wants to convince the advertiser that they are absolutely truthful in their circulation statements. They offer you their post-office receipts, their subscription list, their paper-mill account; access to their pressroom, etc., and say you need not pay a cent for your advertising if they have not the circulation they claim. All this, I think, makes very little impression on the advertiser. He hasn't time to go over the post-office receipts or to visit the press-rooms, and he feels that it would be an easy matter to pad the subscription list or bribe the paper manufacturer to falsify his account.

Isn't there room for a Circulation Guarantee Company, a company to assume a similar relation to advertisers that the Title Guarantee and Trust Company does to purchasers of real estate? If the Title Guarantee and Trust Company assures me that the title of a certain piece of property is clear and I purchase the property on this assurance, they hold themselves ready to reimburse me for any loss occasioned by defect in the title. I pay for this assurance.

Perhaps advertisers would not be willing to pay the Circulation Guarantee Company for guarantees of circulation, but would not newspapers be willing to pay liberally for such guarantees?

When the Circulation Guarantee Company shall become as well and as favorably known as the Title Guarantee and Trust Company, surely there are many newspapers that would be willing to pay a thousand dollars a year to print at the top of their editorial page: "The circulation of this paper (— copies) is guaranteed by the Circulation Guarantee Company, New York."

A thousand papers at \$1,000—\$1,000,000 a year. You can readily see the almost unlimited possibilities of the scheme. Here you have the outlines of the plan. All that it is now necessary to do is to get the papers into line and rake in the dividends.

Sincerely yours,  
CHARLES L. BENJAMIN.

#### INFORMATION WANTED.

BOSTON ONE-PRICE CLOTHIERS.  
DUBUQUE, Iowa, May 15, 1893.

*Editor of PRINTERS' INK:*

Do you know of a house dealing in advertising novelties, which handles cards on which are printed, in colors, the U. S. Code of Weather Signals, to be used as an advertisement?

SAM. HELLER, Manager.

#### Classified Advertisements.

*Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.*

WANTS.

WE WANT to do good printing for you.  
PRINTERS' INK PRESS, 10 Spruce St., N. Y.

A NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

**WANTED**—To buy a country newspaper; entire or half interest. Address "O. M.", Printer's Ink, New York City.

**WANTED**—To write comic verse, fads, etc., for humorous weekly. Short samples, 4 for \$1. Sure to be copied. "W.," care Printers' Ink.

**S**IT wanted, by first-class job and news printer; 11 years' experience; strictly temperate. Best of references. Address ERNEST HEDRICK, Dodgeville, Wis.

**FIRST-CLASS** 19th century circulator for one of the leading newspapers of the U. S. Must have highest testimonials. Address "LIGHTNING," care Printers' Ink.

**T**O LEASE—A good paying weekly paper, or would take a place as editor or foreman. Practical man. A 1 reference. Long experience. "E." Box 145, Clinton, N. J.

**"RELIABLE"** would purchase few small advertising agencies handling one or two lines of business, to run in connection with his own. Address care Printers' Ink.

**WANTED**—Steady work in a flourishing job office. Had four years on the best paper in northern New York. Am willing to work and learn. "SLUG 9," care Printers' Ink.

**WANTED**—Orders—we settype, furnish paper and print; stories, departments, miscellany for padding; modern presses; lowest prices. UNION P'TG CO., 15 Vandewater St., New York.

**BROWNIE CUTS.** I use a new one each week, so want to sell old ones at half price, or 20 cents each, delivered. They pay for people watch for your ad. Address L. F. EVANS, Dover, Maine.

**I** WANT a name for a medicine now called "Carson's Nerve Tonic and Vitalizer." \$5 will be paid for the best single word expressing nerve tonic and vitalizer. Address DR. CARSON, Box 5,257, Boston, Mass.

**WANT ADVERTISEMENTS** in PRINTERS' INK under this head, four lines (twenty-five words) or less, will be inserted one time for one dollar. For additional space, or continued insertions, the rate is 25 cents a line each issue.

**E**XPERIENCED advertising man will handle business of a responsible concern on commission basis. Has bright and original ideas, credit with best papers and magazines, and can save money for employers. Address "ENERGY," care Printers' Ink.

**WANTED**—"A Mint of Hints" contains em-bodied conceptions for catalogue covers, etc. Ideas on every one of the 160 pages—9x12 inches. \$2.00 post-paid—worth \$10 to any business man. GRIFFITH, AXTELL & CADY CO., Embossers, Holyoke, Mass.

**\$25.00** for the best IDEA from which we can make burlesque sketches relative to our beer pumps. \$5.00 for any that we use. Our catalogue, with full information and samples of former sketches, sent on application. THE BISHOP & BABCOCK CO., Cleveland, Ohio.

**A DVERTISING SOLICITOR**—An advertising solicitor, who travels in connection with other publications, can secure position as advertising representative with first-class national farm and stock journal (monthly). Terms liberal. AMERICAN HORSEMAN AND FARMER, Detroit, Mich.

**T**O an advertising man, who can command a good line of general advertising, an exceptionally fine opportunity is offered—can buy an interest in an established advertising agency now doing a splendid business. Money no object without the man. Address "CONFIDENTIAL," P. O. Box 1,376, Boston, Mass.

**YOUNG** man, energetic, ambitious, fertile brain, producing ideas valuable to the art of money making if practically developed, experienced in advertising business, is at liberty to accept position as business manager with reputable paper or take charge of advertising department. Address "AMBITIOUS," care Printers' Ink.

#### SUPPLIES.

**VAN BIBBER'S**  
Printers' Rollers.

**L**EVEY'S INKS are the best. New York.

**"DEERLESS" CARBON BLACK.**  
For fine Inks—unequalled—Pittsburg.

**TRY TYPE** from BRUCE'S NEW YORK TYPE FOUNDRY, 13 Chambers St., New York. Best and cheapest. Get their prices before purchasing.

**T**HIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., LTD., 16 Spruce St., New York. Special prices to cash buyers.

**PAPER DEALERS**—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

#### ADVERTISEMENT CONSTRUCTORS.

**A**Ds of all kinds, primers, pamphlets and catalogues prepared in original, effective forms. Illustrations made and entire charge of mechanical work assumed if desired. Address JOHN Z. ROEGEUS, 799 Monroe St., Brooklyn.

**A**n advertisement writer has told me that my prices were too low. Perhaps they are. My idea has been to increase my acquaintance in this way. One thing is certain, if I can't do your work better than it has been done, I don't want it—at any price. Sample series of 4 for \$2; 10 for \$5. CHARLES A. BATES, Indianapolis, Ind.

#### ADVERTISING AGENCIES.

**I**f you wish to advertise anything anywhere at any time, write to the GEO. P. HOWELL ADVERTISING CO., 10 Spruce St., New York.

#### PREMIUMS.

**B**OOKS FOR PREMIUMS—If you want to use books we can supply you at lowest prices. Address J. S. OGILVIE, 227 Rose St., New York.

**N**EW illustrated catalogue of the best premiums for newspapers and manufacturers now ready. Send for it and get new business. HOME BOOK COMPANY, 142 & 144 Worth St., New York.

#### BILL POSTING & DISTRIBUTING.

**I**NAL up signs and distribute circulars. J. F. ROWELL, Stamford, Conn.

**I**DISTRIBUTE pamphlets, circulars, samples, etc., in New York, Brooklyn, Jersey City and cities of New York, at prices consistent with good work. I always accompany my men. F. R. BACKUS, 73 Perry St., New York.

**F**OR the purpose of inviting announcements of the addresses of local bill posters and distributors, two lines (12 words) or less will be inserted twice under this heading for one dollar, or three months for \$6.50, or \$36 a year. Cash with the order. More space 25 cents a line each issue.

#### MISCELLANEOUS.

**VAN BIBBER'S**  
Printers' Rollers.

**L**EVEY'S INKS are the best. New York.

**R**IPANS TABULES act like magic for indigestion, biliousness, dyspepsia or headache.

**PAPER DEALERS**—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

**T**HE new "HANDY BINDER" for PRINTERS' INK is an admirable device for the preservation of your copies of PRINTERS' INK and is very neat and serviceable. We will send it, postpaid, on receipt of 60c, the cost of the "Binder." Address PRINTERS' INK, 10 Spruce St., N. Y.

**T**O the readers of "Printers' Ink" who have not already received it, copy of the Magnificent Catalogue of "KELLOGG'S LISTS" will be sent free upon application! This book contains nearly One Hundred full-page Illustrations representing fac-similes, in colors, of some of the leading art classes advertised in those celebrated lists. A. N. KELLOGG NEWSPAPER COMPANY, 6 Tribune Building, New York.

## ILLUSTRATORS AND ILLUSTRATIONS.

**HANDSOME ILLUSTRATIONS** for papers. Catalogue, 25c. AM. ILLUS. CO., Newark, N. J.

**CATCHY** designs drawn for advertising purposes by ARTHUR MEYER, 178 E. 74th St., N. Y.

**WE** are satisfied to get a fraction (33 1/3 cents) of the cost for our outline cuts after using them. Proof sheets, artistically illustrating 20 departments of dry goods, sent on application. WM. NEELY & CO., New Haven, Ct.

## ADVERTISING NOVELTIES.

**A SMALL** article made of brass; neat and sensible. Can be used to advertise any business. Correspondence solicited with advertisers. H. D. PHLEPS, Ansonia, Conn.

**CLOCKS** for advertising purposes, by the hundred or thousand; paper-weight clocks with advertisements on dial. Address SETH THOMAS CLOCK CO., 49 Maiden Lane, New York.

**FOR** the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines, 25 words or less, will be inserted under this head once for one dollar. Cash with order. More space or continued insertions 25 cents a line each issue.

## ADDRESSES AND ADDRESSING.

**I**F you wish to buy lists of names, advertise for them in Printers' Ink.

**I**F you wish to sell lists of names, advertise them in Printers' Ink.

**NOVA SCOTIA** Directory for sale. \$10. Latest Occupations given. ALLEN CO., Moncton, N.B.

**A NEWLY-COMPILED** list of 15,000 NEWS AND PERIODICAL DEALERS, U. S. and Canada. Will prove very profitable. 1,600 male canvassors. F. H. ALLING, New Haven, Ct.

**A NEWLY-COMPILED LIST** of 22,000 advertisers, with their commercial rating, for \$15. For fuller information, address PUBLISHERS' COMMERCIAL UNION, Evening Post Building, Chicago, III.

**PERSONS** who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may advertise them in 4 lines, 25 words or less, under this head once for one dollar. Cash with order. More space or continued insertions 25 cents a line each issue.

**A GREAT BIG BARGAIN**—A few copies of a list of 1,415,300 farmers from nearly every State in the Union, which we want to close out, and we offer a printed copy of the entire list for \$100 cash. Send \$100 to us and we'll print this list. It is one year old. We have only a few copies so if you want one, send at once. MAST, CROWELL & KIRKPATRICK, Springfield, Ohio.

## ♦♦♦

## FOR SALE.

**V**ALUABLE copyright for sale. Apply to PETRIE, 34 Charlotte St., Norfolk, Va.

**GAZETTE ADVERT RECORD**—For papers, \$1. Testimonials. GAZETTE, Bedford, Pa.

**A**N established weekly trade journal, cheap. Address "WEEKLY," care Printers' Ink.

**HANDSOME ILLUSTRATIONS** for papers. Catalogue, 25c. AM. ILLUS. CO., Newark, N. J.

**10,000 WOMEN'S** letters for sale. Received since '91. J. H. DYKE, M.D., Buffalo, N.Y.

**I**RON Standing Press—29x42—complete. Particulars. MCRELLISH & QUIGLEY, Trenton, N. J.

**T**O LET—A mental incubator, capable of hatching out unique ideas for active advertisers. Brood of 10, \$5. JED SCARBORO, Box 63, Station W, Brooklyn.

**FOR SALE**—12,000 taxpayers' addresses in 14 South Dakota counties. Also addresses of all county officers in South and North Dakota. Write BERTINE PEW, Aberdeen, S. D.

**FOR SALE**—Weekly (Republican) newspaper and job printing office. Old-established business and brand-new plants. Part cash, the balance on easy terms. Address REGISTER, Fort Plain, N. Y.

**FOR SALE**—Stock of general misc. and store fixtures, invoicing about \$1,700. Will sell one or more lines at a good discount for cash. Reason for selling, desire to change business. E. S. TODD, Sheibina, Mo.

**G**IVING up novelty "biz." While they last, single articles sold at wholesale prices, half dozen at half of wholesale prices. All bright and sterling goods. List for stamp. W. S. STANLEY, 186 Devonshire St., Boston.

**DAILY** paper, established over fifty years, in enterprising Pennsylvania town of 30,000 inhabitants. Complete job office and bindery; 5 good presses. Must be sold to settle an estate. "J. P. R.," Box 913, Philadelphia P. O.

**FOR SALE**—Southern afternoon paper in city centrally located; 25,000 inhabitants; three through trunk lines; healthy. Large circulation; good advertising patronage. Address, for particulars, "S. A. P.," care Printers' Ink.

**WHITE MOUNTAINS**—For sale or to let, a handsome, roomy, attractive summer residence and farm fully furnished and stocked. Illustrated descriptive circular a full particulars, address "G. P. R.," P. O. Box 672, New York.

**FOR SALE**—One of the best class papers published. Advertising columns earning \$4,000 yearly, and contracts to show for it. Subscription list will pay printing expenses. Sixth volume. Price \$6,000. Address "E. L. B.," care Printers' Ink.

**FOR SALE**—Fine newspaper plant; power press; jobber; new type. Guarantee of \$1,000; \$1,000 on subscription, \$600 on advertising. A snap for a practical man. Owner has another plant. Must go. Price, \$1,500. Investigate. WORLD, Hudson, Ind.

♦♦♦  
ADVERTISING MEDIA.

## SEATTLE TELEGRAPH.

**A SPLENDID** country paper in Canada is the NEW ERA, Clinton, Ontario.

**A LBANY, N. Y., TIMES UNION**, every evening, and WEEKLY TIMES, reach everybody. Largest circulation. Favorite Home paper.

**WISCONSIN AGRICULTURIST**, Racine, Wis., circulation over 30,000, proved by P. O. receipts. Advertising only 2¢ cents a line. World's Fair office 215 Dearborn St., Room 116, Chicago.

**COLUMBUS, Central, Southern, and Southeastern Ohio** offer a rich field for advertisers. THE OHIO STATE JOURNAL—Daily, 12,500; Sunday, 17,000, and Weekly, 23,000—cover the field. All leading advertisers use it.

**TRY IT,** the *Economist Falcon*, of Elizabeth City, N. C. (population 5,000), is the official paper of the counties of Currituck, Camden, Pasquotank and Dare, and the only one dollar weekly in the First District, which contains sixteen counties. Hence its success as an advertising medium.

**THE JUDICIOUS ADVERTISER** always seeks to attract the attention of the greatest number. By using the *DOANE CHRONICLE*, the leading daily paper of Eastern Washington and Northern Idaho, this result is effected. It pays to keep everlasting at it in a paper which everybody reads. Rates quoted upon application.

**E**NTERPRISE, Brockton. Its daily edition is one of the (only ten) daily papers, and its weekly edition one of the (only thirty-five) weekly papers in Massachusetts, the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees. A \$100 forfeit. Its record shows a regular issue for the past year of 6,822 copies daily and 770 copies weekly.

**C**LASSIFIED ADVERTISEMENTS in PRINTERS' INK begin with a two-line letter, but have no other display. Under headings of Advertising Media, Supplies, Miscellaneous and For Sale, Bills, Bill Posting and Distributing, Advertising Novelties, Addresses and Advertising Lines, Advertisers and Illustrations and Advertisers Constructors, 4 lines (25 words or less) will be inserted once or two lines (12 words or less) twice for one dollar if the cash accompanies the order. Additional space or insertions charged 25 cents a line each issue.

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

## PUBLICATION OFFICES:

No. 10 Spruce Street, New York.  
No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price:  
Two Dollars a year. Three Dollars a hundred;  
single copies, Five Cents. No back numbers.

JOHN IRVING ROMER, EDITOR.

NEW YORK, MAY 24, 1893.

No proposal for advertising in PRINTERS' INK, to be paid for by other advertising, will hereafter be considered.

NEWSPAPERS are now sold on the "drop a penny in the slot" plan, just the same as chewing gum. The Newark (N. J.) *Times* has boxes in all of the horse and electric cars running through the city. A paper can be obtained by dropping a penny in the slot. The publishers state that this scheme is quite remunerative, as they sell on ordinary days from four to five thousand copies, while in rainy weather when the traffic is heavier, as many as six or seven thousand copies are daily disposed of through the boxes in the cars.

MR. SAHEI OHASHI, the writer of the leading article in this issue of PRINTERS' INK, is a representative Japanese publisher. His establishment at Tokyo, called Hakubunkwan, publishes, on an average, two new works daily, independent of a long list of periodicals and magazines, most of which appear monthly.

Mr. Ohashi states that he spends over \$30,000 annually in advertising his publications, and that he uses more paper than can be turned out by any one paper mill in Japan. Also that Hakubunkwan is the largest advertiser of all commercial and industrial houses in Japan.

Mr. Ohashi has recently arrived in New York from his native country. He will, in company with his private secretary, visit the World's Fair and the large cities of the United States, and sail from New York late in the summer. The principal object of his tour is to acquire a knowledge of all improvements connected with publishing, with a view to introducing them into Japan on his return.

"DR. WILLIAMS' Pink Pills for Pale People" have been so successful that imitators are already in the field, among which may doubtless be counted "Dr. Root's Red Regulators or Pink Pellets."

A PERSON who has had experience in both localities informs PRINTERS' INK that in the West advertisers are much more enterprising with regard to securing attractive copy for their newspaper announcements than in the East. The advertisement writer's services are more highly valued and considerably larger salaries paid.

NEWSPAPER publishers who allow the so-called return privilege lose annually a great many dollars. Newsboys beg copies of papers from passers-by, and either sell them over or return them to the news company or publisher. To do away with this abuse is the object of a device just introduced by Mr. Aikens of the Milwaukee *Evening Wisconsin*. It is called "Aikens' Patent Newspaper Lock," and consists of a piece of paper perforated in the middle. It is gummed to the edges of a newspaper in such a way that when the inside pages are opened the "lock" is broken. The publisher, of course, will not refund money for copies returned with the lock broken.

ADVERTISING does not necessarily consist in commendation. Sometimes unfavorable comments will pique the public curiosity and have the opposite of the effect intended by the critic. This is particularly true in the fields of literature and the drama. A book or play that has been generally denounced by the press will sometimes command an unprecedented success. Shrewd advertisers sometimes take advantage of this peculiarity on the part of the public and deliberately go to work to stimulate adverse criticism. The manager of Mrs. James Brown Potter (who is playing in Zola's "Therese") has been sending out notices in which the play is referred to as "morbid," as one of "the most fleshly of creations," and as having "provoked an onslaught of criticism." The success of that erratic book, "The Quick or the Dead," was made directly in the face of the most adverse criticism. Say what you like, only don't ignore me, appears to be the motto of these advertisers.

## CIRCULAR DISTRIBUTION.

Every large advertiser receives a great many solicitations from persons who make a business of distributing circulars and other advertising matter in some particular territory. The number of these applications is so great that it would seem that almost every county (not to speak of town) must now have its own "circular distributor." There must be a demand for such service or else these distributors would not find it worth while to solicit business so persistently. Prices for local distribution vary from \$1 to \$2 a thousand, according to size and number of pieces. Classified distribution of sealed or open matter varies in price from \$2 to \$4. The business is not limited to circulars, but the agents announce their willingness to distribute almanacs, sample copies of papers, periodicals, music, etc. The cost of tacking up posters, signs and cards on trees, fences and in public places is about \$3.50 a thousand. For proof that the work has been done as agreed, the distributor offers sworn affidavits, references to local business men and also to general advertisers for whom work has previously been done.

It appears that the circular distributing idea has spread so generally that syndicates or unions for these agents have been formed. One is called the American Co-operative Advertising Co. of New York City, and another the Will A. Molton Directory of Cleveland, O. These concerns supply the distributors with ready-printed circulars soliciting orders from advertisers. This accounts for the large number of circulars general advertisers receive of similar typographical appearance and bearing precisely the same matter. One of these formulas is as follows:

Less than twelve months ago, when the attention of the commercial world was called to the business of distributing circulars, it was regarded as an experiment, and it was thought to be an adjunct of the already established agency business, which has grown with mammoth strides in the last ten years.

It seemed that the agency business had become so important a feature that this new business of distributing circulars would be handled only by agents who found trade dull and wanted to try this business as a side line. To-day those who believed and prophesied this, have had good reasons to change their minds. The circular distributing business has grown to be a commercial feature by itself.

Do you advertise? If so, I would draw your attention to the fact that I am the only advertising agent in this country representing the Will A. Molton Directory, and that I am

prepared to do all kinds of advertising. Distributing books, samples, circulars, tacking up signs, etc. I guarantee my work to be well done and to give satisfaction, and would be pleased to receive your order for anything in above line.

## A CLASS OF SIXTEEN.

One day last week an order came from the American Press Association to renew sixteen subscriptions for PRINTERS' INK, and a representative of "the little schoolmaster" took occasion to interview Mr. Geo. F. Seely, the treasurer, at his office, No. 32 Vesey street, New York City, to learn what were the qualities that had secured so large a class among the offices of a single enterprise and influenced the continued employment of the instructor in the art of advertising for so long a period, the American Press Association having been among the first subscribers whose name appeared on PRINTERS' INK mailing list way back in 1888.

In response to the inquiry Mr. Seely, who may be considered an expert on matters pertaining to journalism, said: "I find PRINTERS' INK more interesting than almost any other class journal I see. I read it just for its news features; and the fact that we subscribe for it for all our fifteen outside offices shows that we expect each of them to get at least \$2 a year out of it."

"I see nearly all the leading class journals and believe they all enjoy second class postal rates, but I do not know of any that is better entitled to them than PRINTERS' INK. It seems to me to represent the advertising business just as ably as the *Inland Printer*, for example, does printers. You certainly succeed in making it a very readable publication. I have no objection to your quoting what I have said."

A CHICAGO advertising expert has adopted this motto:

"My words they rob the Hybla bees and leave them honeyless." —*Julius Caesar*.

PROBABLY there is not a single largely successful morning newspaper in New York which would be tempted by an offer of \$5,000,000 for its purchase.—*New York Sun*.

MEN lie in the aggregate, but never in the details, in any business. The proper way for a newspaper to certify to its circulation is to print the orders of its newsdealers.—*Geo. W. Turner*.

## HENRY L. PITTOCK.

Among the newspaper managers of the West, perhaps no man stands higher than Henry L. Pittock, the present manager and largest owner of the *Oregonian*, published at Portland, Oregon. Mr. Pittock has achieved success in a field where hundreds of

into a good piece of paying property. The *Oregonian* is to-day the leading paper of the Pacific Coast north of San Francisco, and its business management has been such that, starting from a mere country weekly, without capital in the early fifties, it is now published in one of the finest and most complete newspaper buildings on the continent.



mencing work at a "case" on the paper when a mere boy, he has been a dominant factor in the growth of the Northwest. *The Oregonian* is the

history of journalism in the Pacific Northwest. When the *Oregonian* was started, Portland, then a small town of a few hundred inhabitants, was, as it is to-day, the principal trading center for all that vast district embraced within the limits of Oregon, Washington and Idaho. Twenty years after the first number of the *Oregonian* was

printed no town in Oregon or Washington had reached the pretension even of a flourishing center of trade. During the period of phenomenal growth in these two States, comprised between 1880 and 1893, the *Oregonian* has kept in advance of the rapid development of the section of which it is so thoroughly a representative journal. During the past ten years new papers have sprung up in the young but phenomenal cities of Seattle, Tacoma and Spokane, all located within the State of Washington, but to a certain extent all of these well-conducted papers are local in their character. The *Oregonian* is published in Portland, but it is accepted everywhere as a thoroughly representative paper of the entire Northwest. It is loyal to Portland without in any way being disloyal to the interests of the section of the country upon which Portland relies for support. The *Oregonian* to-day easily has the lead among the newspapers of the Pacific Northwest, and that it will maintain this lead during the lifetime of Mr. Pittock is not questioned by those who are familiar with the conditions which surround the publication of newspapers in this important section of the United States.

Soon after the establishment of the *Oregonian* as a daily, Mr. Pittock was fortunate enough to secure the services of Mr. H. W. Scott as editor of the paper. With the exception of a short interval Mr. Scott has been constantly connected with the *Oregonian* since that time, and he is to-day part owner of the paper and its property, including the magnificent new building just completed. Mr. Scott is a writer of national reputation, and in charge of the editorial department of the *Oregonian* he has been no less successful than has Mr. Pittock in the management of the business affairs of the great journal.

#### FASHIONS FOR MEN.

*By Top O'Collum.*

Men enjoy being well dressed as much as women. But they do not give the subject the same study, and it is only when they are actually about to make a purchase that the merit of this or that style is considered. As there are no fashion papers for men, it is often difficult to determine whether some particular novelty in dress is in good form. (I am not speaking of the

dudes, but of the average business man of sense who likes to be modestly attired, yet not altogether behind the times.) Here, it seems to me, is a capital chance for a live advertiser dealing in any of the lines of goods pertaining to men's dress. The haberdasher, the tailor, the ready-made clothing dealer, the hatter and the shoemaker, might all enliven their advertisements with suggestions in regard to current styles. There may be some dealer who is doing this very thing, but, if so, I have not been able to discover him. Rogers, Peet & Co., of New York, come nearer the mark than any other firm I know; but their advertisements attempt to give suggestions only as to the proper changes for the seasons. What I wish to recommend is the use of advertisements that particularly mention certain articles that are beginning to be generally worn. Perhaps I can illustrate my ideas best by giving practical examples of the sort of thing I have in mind. Here, for example, is a suggestion for a tailor's ad:

#### Those Long Frock Coats.

If you are "in the swim," or expect to be, you will certainly be handicapped unless your wardrobe includes one of those new frock coats of such abnormal length. The fashion originated "on the other side," and it is now the proper garb in America for all semi-formal occasions. You won't find the correct thing at the ready-made clothiers, but you can get it from

BLANK & CO.,  
Tailors to the Best Dressed Men.

The point of the advertisement could be made still plainer by the use of a good drawing, showing the garment as worn. The following I suggest for a ready-made clothier:

#### Absurd, You Say?

Yes, it does seem a little out of place to wear a double-breasted sack coat in summer; but that will be the "correct thing" for 1893 for business wear. After all, you won't find it so burdensome if it is made from one of our light-woven summer suiting.

Men who prefer comfort to fashion, yet want to be well dressed, will make their selections from our stock of three-button, single-breasted, loose-fitting sacks. The lighter designs have the call. Better see the new patterns while they are fresh.

It may seem more difficult for a hatter to frame an ad of this character, but every man knows that fashions in headgear are as inexorable as any other kind. The shape of hats changes slightly from year to year, and, if I

mistake not, it is determined by a council of hatters held at fixed intervals. It would be possible, perhaps, for the retail hatter to "hit off" his stock in some such way as this:

**The Correct Hat  
For Summer.**

In warm weather one wants comfortable headgear. Therefore soft felts and straws are preferable to durbys, and are more worn by sensible men. The proper straw hat is the same flat-brimmed affair of last summer. Mixed straws with tri-colored ribbon bands will also be in favor. They have been worn in the Bernudas this spring by the English officers. Another novelty is the large, white, broad-brimmed sombrero.

From our large stock you will surely be able to satisfy both your taste and your pocket-book.

It is not at all my idea for the advertiser to confine himself to announcing new styles. He can make his ads instructive, and therefore interesting, by describing the uses of some staple article; as, for example:

**Do You Live  
Up to Your Hat?**

The proper hat to wear with evening dress and for all formal occasions is the high silk hat, commonly called the "stovepipe." Some men wear it to business. But whenever worn it carries with it a certain amount of dignity, and seems to require that its wearer shall be in every respect faultlessly dressed. Nothing is more incongruous than unpolished shoes, baggy trousers or a soiled cravat, in company with a high hat. A man can also be made absurd by wearing a high hat of a pattern that has gone out of style. Careful dressers know that we keep the correct shape only, and have no old stock to work off.

As a parting word: Whatever you do, don't be guilty of that glaring solecism of wearing a high hat with a sack suit.

Even the shoe dealer could find many little points of this kind to bring out in his ads. The proper shoe for dancing, the best shoe for summer wear, the slipper one can get the most comfort out of—all these suggest little disquisitions which could be made entertaining to the great majority of men. Here is a hint of the way he might go about it:

**What About Shoes?**

Why not wear an enamelled leather shoe—not quite so glaring in effect as the patent leather, but always polished and natty looking. The money you save on boot-blacks would buy you an extra pair in the course of a year. If the shoe is muddy or dusty, a wet rag will make it as good as new. No fear of the enamelled leather cracking if it is the right kind. A serviceable shoe for \$5—a trifle better for \$6.

But the haberdasher has the best opportunity of all. More novelties are appearing in his line, and the unsophisticated are in greater need of information with regard to the little fixings that go to make up the sum of men's furnishings. The latest fad in scarfs (I notice one advertiser spells it "scarves"), the link cuff, the standing collar that yields at the points, the proper shirt and tie for evening dress, the various shades in gloves—all these and many more subjects may be utilized to advantage. The point is so obvious that I will confine myself to a single announcement of a general character for a haberdasher:

**The Earl of Craven's Wedding**

has set the fashion for the "swells." One of his ushers appeared in a pink shirt, white collar, long frock coat and turned-up trousers. Now all the ultra-swells are wearing the same combination.

You will find that we are always "up to date" on styles, and keep whatever is newest in collars, shirts and men's furnishings generally. A society man can rely on us to keep him well dressed. Nothing makes a man look more of a guy than to wear an extreme style after it has once "gone out."

Although we are always looking out for novelties, you will find that we have not neglected the requirements of men of conservative tastes.

As I am no Beau Brummel, I do not claim that the advertisements as constructed are models; it is merely the idea of discussing the fashions that I wish to present for the consideration of the retail dealer. The uninformed purchaser finds that the clerks in most stores are very barren subjects for inquiry. They are quite likely to indorse some atrocity in embroidered shirts, if there happens to be a left-over stock on hand, and they will never condemn an article, no matter in how bad form it may be, for fear you may already have taken a fancy to it, and a sale will thus be spoiled. In this, the buyer's predicament, the advertisement may come to the rescue. If it gives the sort of information that there is a crying need of, it will be diligently read, and the store will be the gainer.

Tiffany and Dempsey & Carroll, of New York, do a tremendous business in their respective lines because they have gained a general reputation for being authorities in the matter of fashions. The person who is not posted, for example, as to the approved form for wedding invitations, puts himself in the hands of "the society stationer,"

and is willing to pay considerable extra for the assurance that he will not be made ridiculous in the sight of his friends.

A similar reputation can be established for any wide-awake retail store, if the right man is in charge of the advertising.

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### IN AN OLD NEWSPAPER.

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The Philadelphia *Public Ledger*, with the first issue of its new and improved form, reprints its first number, which appeared on Friday morning, March 25, 1836. The *Ledger* is about two years and a half younger than the *Sun*. Nick Biddle was still president of the United States Bank, and the most famous citizen of Pennsylvania. Railroads were in their infancy yet, regular steam communication with Europe had not been established, most of the men now prominent in the United States were boys or not then born. Old Hickory was the dominant political force. Van Buren was nearing his highest period of success. Calhoun, Clay and Webster were in their splendor. Evarts was a junior at Yale. Hugh McCullough was cashier of the Indiana Bank. Uncle Dick Thompson was practising law at Bedford. Grant was a boy on his father's farm. Sherman was at school. Thomas hadn't entered West Point. Sheridan wasn't five years old. Sumner and Motley and Phillips were youths just out of college. Longfellow had just become a professor at Cambridge. New York had about one sixth of its present population. Philadelphia was a town of between 80,000 and 90,000 inhabitants. It was a provincial and small city to which the new paper appealed, although the proportionate influence of Philadelphia was perhaps greater then than now.

Let us look at some of the contents of this little four-page sheet, 15½ inches by 10¾, four columns to the page, published by Swain, Abell & Simmons for six cents a week. First, the advertisements. The Good Intent Stage Company inform the traveling public that they have established a line of first-rate Post Coaches, leaving Philadelphia every day at 8 A.M. for Wheeling, via Columbia Railroad, through York, Gettysburg, Chambersburg, Bedford and Washington. Apply for seats at the Great Western Stage Company's. The advertisement is illustrated by a picture of a railroad

coach of the English pattern, and one of those low little locomotives with little wheels of the primitive type. Then we have a cut of a canal boat, with a gentleman speeding a fiery steed attached to a hawser along the towpath. This is the line of railroad and canal packets to Pittsburg, and will go into operation as soon as navigation is opened. The People's Line of Cars and Stages from the corner of Broad and Arch every morning at 8:30 for Pittsburg and way stations. Time, 2½ days. Gibson & Bell, on Market street, have for sale Cantoons, ribbed Florentines, striped worsted Venitians, Summer Cloths or Crape Camblets, checked Gambroons. We leave to the ladies to judge of the colors: "rifle, Polish green, purple and crimson dahlia, ruby and yellow brown, citron and bronze olive." J. P. Warwick, Merchant Tailor, has a "handsome assortment of Silk Velvets, Valencia fancy and plain English vesting. Also a handsome assortment of Stocks, Shirts, Collars, Bosoms, Cravats, Suspenders." So it seems that some Philadelphia men put their trust in the perilous stuff of the false bosom, and knew not shirts. Another firm of tailors have received "their first case of London cut and made dress and frock coats."

A hatter gives the remarkable guarantee that "all hats sold by him will be warranted water proof and to retain their shape and color." He will furnish volunteer companies with caps, plumes, pompons. Another hatter has nutria caps. We fancy that most people will have to consult a dictionary for the meaning of nutria. The Penn Silk Hat Company sells "gentlemen's, youth's, and children's hats of various qualities, including the most beautiful moleskin silk, both black and drab, on light, elastic, porous bodies, which are stiffened with a very superior composition, prepared by one of the firm, and known to no other person, which equally resists the influence of water and the heat of the sun."

There's a good Philadelphia advertisement for you. But the bonnets, where are the bonnets that the Annas and Elizas wore when Plancus was consul, in the days of Old Hickory? What were they the Patria lace and Tuscan Grecian? What order of architecture was Tuscan Grecian? Did "tissue Tuscan and other fancy cottages and fancy Gipseys" become the prim

little Quaker maids? What sort of head-gear was a Bolivar? Did the same thrifty gentleman who bought water proof everlasting hats, buy "patent fire proof bureaus and side boards, in imitation of mahogany work," a defense against fire and burglars, and "an ornament to any parlor?" Here is a valuable genius who knows how to advertise his Safety Cases:

"This apparatus is simple, substantial, cheap, and convenient, and requires but to be seen to evince (to those who are acquainted with the true philosophy of heat) its real title to the appellation "Fire Proof Apparatus," and likewise how the consuming agent itself will be made to defeat the consequence of its own ravages, by causing the safety case, if necessary, to pass into a place of double security."

We seem to be in Keely's country with this gentleman.

If you are in Philadelphia in this March, 1836, and want to go to London, you will have to go to New York and take one of the London line of packets, first-class ships of about 500 tons burthen. "Their accommodations for passengers are elegant and extensive, and for whom beds, bedding, wine and stores of the best quality will always be afforded." There are three sailings a month. The ships touch at Portsmouth. Or you can take The Robinson Line where you get "promptness, regularity, and dispatch, united with civility, economy, and safety." Weekly opportunities here in "good American ships." Apply at 246 Pearl street, New York. We hardly know how to advise you as to the choice of a hotel in Philadelphia. The Golden Swan sounds enticing, but perhaps the American House on South Sixth street has the finest prospectus:

"The saloons are large, and espec'ally adapted to convenience. All the apartments are light, commodious and airy. The location is eligible in every respect, and it is believed equal to any in the city, being in the immediate vicinity of the courts and the places of business and pleasure. The house is replete with conveniences, which will render it a cheerful and comfortable abode to such as may honor it with their patronage. The bar and cellars have received the proprietor's especial attention. These have been provided with the best liquors and the choicest wines of every description. The larder will at all times be abundantly stocked and supplied with all the delicacies and apician morsels which the season and the markets can afford; and no exertion will be omitted which can in the least contribute to please the palate of the most fastidious.

"The proprietor, feeling grateful to his friends and the public for past favors he has received, begs leave to assure them that no pains will be spared to render the stay of those agreeable who may honor him with their patronage. An ordinary will be provided daily

at half-past two o'clock, where jurymen, witnesses, and those whose business may not permit them to dine at home, may be accommodated with whatever they may think proper to call for at the shortest notice.

DANIEL SAINT."

Try the 2 o'clock ordinary, by all means, Daniel Saint's "apacian" morsels are not to be neglected. To while away an hour before dinner, you might drop in at Orrin Rogers's periodical office and book store on South Second street, where you will find the principal periodicals :

"*Penny Magazine, Saturday Magazine, Blackwood's Magazine, Christian Library, Musical Library, Roscoe's North Wales, Library of Useful Knowledge, Penny Cyclopaedia, Quarterly Review, Franklin Library, Dublin Penny Journal, Modern British Artists, Finden's Bible Illustrations, Chambers Edinburgh Journal, Hogarth's Works, National Gallery, Mansfield's Coast Scenery, Byron Gallery, Byron's Beauties.*"

Or you can go to Mansfield's, the paper hanger, opposite the Southwark Bank, and look at "a most beautiful assortment of views and lithographic and fireboard figures, very low." Among his assortment are the Lady of the Lake, Battle of Navarino, Monuments of Paris, Psyche and Cupid, St. Helena, Views of Switzerland. Did anybody on Market street call your attention to the whimsical advertisement in the new paper the *Public Ledger*?

**WANTED.**—A young man of respectable connections, good looking and well bred, is desirous of obtaining a partner in the domestic concerns of life. He is now engaged in a profitable mercantile house, and would like to locate in the interior of the city. Any lady who would be willing to give her heart and hand in this most glorious enterprise, would do well to embrace the present opportunity, as but few better chances could be had. Address a line to B. E. L. through the Post-Office, or call at 314 Market street, will be attended to.

No false modesty about him! Did he find a partner in the glorious enterprise, or were his hand and heart left lonely?

But it is time to leave the advertisements. The matter on the first page consists of a poem, reprinted from the *American Monthly Magazine*, on "The Birth of Venus" (what was Venus doing in Philadelphia?); an article on Burns from the *Knickerbocker*, a little notice of auction duties, a paragraph from Major Noah, and a Joe Miller about the toper who wanted the doctors to remove his fever and not his thirst. The leading article contains the salutatory of the new paper, which is modelled after the penny press of this town. "In the

cities of New York and Brooklyn, containing together a population of 300,000," says the writer with amazement, "the daily circulation of the penny papers is not less than seventy thousand." The *Ledger* "has secured the services of a police reporter and a collector of news, and it is hoped that their exertions will impart to its columns additional interest." There is an editorial paragraph on "Our Noble River," which has a way of getting shut up by the ice. There is another paragraph dealing in a poetic spirit with losses at sea. Another says that "the Congressional news up to this date possesses not the slightest interest," so no Congress news is printed. "The collector of news reports that a lady who arrived from New York on Tuesday afternoon was knocked down by a dray at the corner of South Water and Chestnut streets and slightly injured." He didn't bother himself about getting her name. But the joy of the editorial page is the work of the new police reporter, at once a humorist and a moralist. He occupies more than two columns. He earned his wages. He has style, this man, the grand, epic manner. What a beautiful choice of epithets descriptive. Now he tells us about two sons of the Emerald Isle, now about six sons of Hibernia, but never about Irishmen. He is, more than all else, "genteeel." 'Tis a word he loves. "John Morgan, a genteel-looking man, but who did not act very genteely, was brought up for drunkenness." Philadelphia seems to have been a very drunken town in this police reporter's days. His masterpiece is this :

"WATSON BLAKE, drunkenness. This individual exhibited a vivid but most disgusting picture of the habitual and inveterate drunkard; he is one more melancholy addition to the thousands who have, by their inordinate thirst for ardent poison, lost reputation, prosperity, and health, and entailed upon themselves the scorn of some and the no less humiliating pity of others. Any beholder would see at a glance in the bloodshot eye, the tottering gait, and in the bloated countenance, a man who had long been a bestial worshipper at the foul and polluted altar of intemperance. Failing to give the required surety, he was fully committed. In his prison hours, BLAKE will have abundant leisure for reflection and repentance, and when freed from incarceration, he may become a useful member of society; but how few, after having drunk so deeply at the fount of evil, possess the fortitude to shut its hateful attraction."

Here is his treatment of the case of a vagrant named LEVI HOLMES:

"Levi is a Yankee, and with the unusual improvidence of his countrymen, does not

seem to have improved his fortunes during his sojourn in the Key Stone State. He stated that he had been employed cutting nails in Essex county, and was making an effort to reach his home in Massachusetts, but was without the means of so doing. The worthy Mayor adverted to his pedal proportions, hinted their capacity to bear him home, and discharged him, with an admonition not again to appear before him."

Pedal proportions is humor. Here are two swells in calamity :

"RICHARD RUSH and THOMAS RUSH. This namesake of the ex-Secretary, and his hopeful brother, were charged by MR. PATRICK McDAVITT with coming into his house and deporting themselves in a rude and uncivil fashion, breaking his window glass, etc.—Fined."

Page 3 gives an account of a new pump, and says that there is so much travel between Philadelphia and Pittsburgh that you have to book your seat two weeks in advance, although there are four lines of stages. "It is confidently affirmed that the despot Santa Anna is on the full march for Texas, and that he has sworn to subdue that province or lose Mexico." A banking firm at Nashville offers a reward of \$1,000 for "the villain who forged the letter purporting to be from them and published in the *Herald* Feb. 19." The forgery was probably due, says the *Ledger*, "to a wish to speculate in the stock of the Nashville Banks by purchasing it when depressed through reports of public disturbances, and destruction of the buildings and property of such banks." There was a fall of snow at Malta last January. Paganini is soon to visit this country. Portland has had 114 days of good sleighing. There were four fires in Albany last Saturday; "considerable damage was the result." The attention of Southern and Western merchants is called to the fact that, "the cost of transportation considered, goods can be now purchased in this city as cheaply as in New York." Dear old Philadelphia! —*New York Sun.*

#### REPRESENTATIVE OLD NEWSPAPERS.

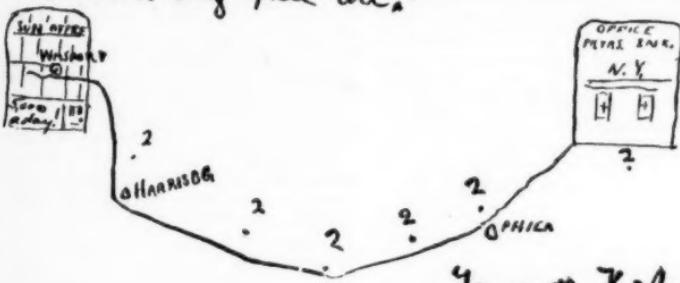
*From the Baltimore Sun.*

Our esteemed contemporary, the *Cecil Democrat*, speaks in a complimentary vein of the *Sun* being "almost alone as the representative of the old-style newspaper." In our judgment a paper which may be depended upon in what it states, which is careful and clean-minded, which seeks to be foremost in giving the news, and is sound in its views on public questions and avoids vicious and misleading tendencies, fills the bill fully, and cannot be improved, in its principles at least. Such a newspaper may be old-fashioned, in comparison with the flashy and meretricious sensationalism of the surrounding press, but if its light burn steadily, it will always be turned to as a beacon and a guide when proper advice and direction are needed.

ENTERPRISE ENCOURAGED AND BUSINESS MADE EASY.

WILLIAMSPORT, PA., 57 10 1893

You've lost connection along the mail route somewhere. we don't get prints into where did the mail bag fall out?



*Yours, &c The Sun*

Office of DAILY AND WEEKLY MERCURY, SAN JOSE, CAL., May 9, 1893.

*Editor of PRINTERS' INK:*

For some reason or other the *Mercury* has been cut off from the exchange list of PRINTERS' INK. We cannot get along without your bright little publication. Send it to us any way. If you do not care to exchange with the *Mercury*, send us your bill and we will remit. We must have the paper. Yours truly,

MERCURY P. & P. CO.,  
CLIFFORD J. OWEN,  
Associate Editor and Publisher.

DAILY TELEGRAPH NEWSPAPER COMPANY, SYDNEY, Australia, April 15, 1893.

Mr. Geo. P. Rowell,  
10 Spruce St., New York:

DEAR SIR—We notice with regret that PRINTERS' INK has not reached us for three or four mails past. We trust you have not taken our name off your exchange list. Will you kindly look into the matter and advise us? With compliments,

Yours truly,  
A. J. LANGAN,  
General Manager.

OFFICE OF THE DEMOCRAT, HUMPHREY, Neb., May 10, '93.  
*Editor of PRINTERS' INK:*

Will you kindly place the *Democrat* on the X list of PRINTERS' INK, and advise me if I can arrange with you for a number of subscriptions and pay for same in advertising.

H. R. ELLSWORTH,  
Publisher.

The above are examples of many letters received at the office of PRINTERS' INK. To such it is customary to reply about as follows:

One of PRINTERS' INK's difficulties with the Post Office Department appeared to be that it had too large an exchange list, the Department deciding that our exchanges must be classed as free circulation. That was the reason why your name was omitted from

the mailing list. We think that it was an absurd ruling, but until the Department takes different ground we hardly dare to add new names to our exchange list.

If you think it worth while to interest your Member of Congress on this subject, we should be glad to have you do so.

As to sending you a number of subscriptions and allowing you to pay for the same in advertising, there again we run against a Post-Office ruling. See case of the Nevada *Enterprise* recently published.

We hope to get this difficulty adjusted sooner or later, but until we do so our hands are tied.

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THREE VIEWS.

1.

OFFICE OF THE ENTERPRISE, NEVADA, Ohio, April 19, 1893.

*Publishers of PRINTERS' INK:*

We believe the subscriptions to PRINTERS' INK, which we sent you about a year ago, have expired. If you still accept advertising space in payment for subscriptions, you may enter the following for another year: D. B. Wolfe, Nevada, Ohio; B. B. Myers, Nevada, Ohio; Henry Kinzly, Nevada, Ohio. We never made a better investment than when we ordered PRINTERS' INK sent to our advertisers. We expect to increase the list in a few days. Kindly send statement of our account with you, and oblige yours truly,

WILCOX & HOLMES, Publishers.

2.

"PRINTERS' INK'S" ANSWER.

PRINTERS' INK respectfully refers Messrs. Wilcox & Holmes to the Post-Office Department at Washington. PRINTERS' INK is quite

willing to send the papers on the terms proposed, if assurance can be obtained from the Department that so doing will not prejudice the application of PRINTERS' INK for admission to the United States mails as second-class matter.

3.

## AN OUTSIDER'S COMMENT.

OFFICE OF SAM'L MOFFETT,  
Wholesale Grocer, Daly Block.  
FLINT, Mich., May 4, 1893.

*Editor of Printers' Ink:*

Why not write Wilcox & Holmes to remit \$6.00 cash for the three subscriptions to PRINTERS' INK, and give them the assurance that you would buy \$6.00 worth of space in the Nevada *Enterprise*, for which you will remit the cash? Surely there is no Post-Office law prohibiting cash deals. Pardon my interference, but I dislike to see you driving business away. Yours, SAM'L MOFFETT.

## EXTRACTING BLOOD FROM TURNIPS.

NEW YORK, May 16, 1893.

*Associated Industrial Press, 918 F Street, N.W., Washington, D.C.:*

DEAR SIR—If the following comes within the scope of your bureau, will you please execute the commission and send us your bill for same.

We wish to have a reporter call upon Third Assistant Postmaster General Hazen with the enclosed clipping, and find out whether a publisher who makes such an offer as the enclosed is entitled to have his paper passed through the mails at second class rates. It should be possible to obtain an answer on the spot, but in order to accomplish it it may be necessary to exercise some persistency.

If Mr. Hazen refuses to answer "yes" or "no," we should like a verbatim account of that refusal.

Please understand that we do not want the clipping left with him for the purpose of "commencing an investigation," but simply a ruling whether this offer, as it stands, is an infringement of the law.

As we do not wish to have the case of PRINTERS' INK brought into the discussion at all, it might perhaps be best for the reporter not to mention our name in the interview.

We give the instructions so fully because several other persons who have attempted to get information of this character from Mr. Hazen have been side-tracked in various ways.

We are likely to have such commissions to execute frequently and desire to find some one who can do them satisfactorily.

Very respectfully,  
EDITOR OF PRINTERS' INK.

*This is the clipping enclosed.*

## PUBLISHERS' NOTICE.

Stenographers and typewriters can get this paper for the coming year and a typewriter ribbon by sending us one dollar.

Every typewriter needs a new ribbon occasionally, and they cost \$1.00 each; therefore, by sending the \$1.00 to Our Homestead, we will receive, postpaid, a first-class ribbon for any machine they may use, and their names will also be placed on our subscription books for a year's subscription.

We will send a receipted bill for \$1.00, the price of the ribbon, and, if desired, will send the paper and ribbon to different addresses. This is about as liberal an offer as can well be made in connection with a magazine, and will not pay us now; but as OUR HOMESTEAD is such a fine paper, we are sure that a sufficient number of subscribers will renew at the end of the year to pay us for this offer. Remember, we send a paper with every ribbon and to any address, thus en-

abling operators to send their friends the magazine without cost to themselves.

THE ASSOCIATED INDUSTRIAL PRESS,  
918 F Street, Northwest,  
EDWARD A. OLDHAM, Gen'l Manager.  
WASHINGTON, D. C., May 17, 1893.

*Editor of Printers' Ink:*

We have your esteemed favor of the 16th instant, with its accompanying commission. Our Mr. Oldham immediately called upon Third Assistant Postmaster General Hazen, who, when shown the clipping (which we herewith return) and asked if a publisher who makes such an offer as therein contained is entitled to have his paper passed through the mails at the second class rate, promptly offered to make it "the subject of an investigation."

Upon seeing that an immediate answer, either affirmatively or negatively, was the object sought for, he fought shy of the interrogation with amusing temerity, as though he was impressed with there being a boomerang concealed about it.

No amount of persistent reiteration of the question, fired at him from different angles and in various forms, could induce him to swerve from his determination not to place himself on record. He mechanically seized a volume of Postal Regulations at his side, and the book intuitively opened to a place where a much-thumbed copy of PRINTERS' INK constituted the book-mark. He proceeded to read from the volume the customary regulations in cases where second class publications offered premiums in merchandise, leaving the inquirer to make his own ruling in this particular case.

Upon being asked squarely if the regulations he had read did not cover this instance, he declined to say, declaring it to be "too hypothetical a question," and again considerably offered to have the matter investigated if so solicited. He did not conceal his irritation at being politely, but vigorously pressed for a positive expression as to whether the offer, as it stands, is an infringement of the law. Regretting our inability to extract a more gratifying result, we are,

Very faithfully yours,  
ASSOCIATED INDUSTRIAL PRESS,  
Per Manager.

*The Bill.*

WASHINGTON, D. C., May 17, 1893.  
Pubs. PRINTERS' INK, New York, N.Y.  
To The Associated Industrial Press, Dr.  
May 17, attending commission in P. O.  
Dept., \* \* \* \* \* \$2.00

## LOST NEWSPAPERS.

CLINTON NEW ERA,  
CLINTON, Ont., May 5, 1893.

*Editor of Printers' Ink:*

Your editorial reference to the miscarriage of newspapers through errors of postal officials, is a matter that calls for prompt action. We frequently have complaints from our American advertisers that papers have not been received, notwithstanding the fact that we use a mailer, and are particularly careful in addressing papers. And to guard against the possibility of loss, should the wrappers come off, when papers are "single wrappers" we make it a rule that the address shall be placed on the head of the paper—in no case on the wrapper.

We always try to make good the loss of any particular paper, but it is not an easy thing to do, as editions are sometimes exhausted, and

then ensues, as you very properly state, "considerable trouble for both advertiser and publisher." We Canadians sometimes imagine that American management of the mails is more methodical and correct than our own, but judging by the large number of errors you allude to in the same issue, the Canadian authorities could give the Americans pointers on correctness of delivery.

Further, there would be a rebellion here if a Canadian publisher had to submit to a ruling similar to that under which PRINTERS' INK has been placed for some time. Such an arbitrary enactment looks like a monstrous injustice.

Yours truly,  
ROBT. HOLMES.

**How can PRINTERS' INK be improved?** It can't.—*W. W. Beadel, Yellow Creek, Ill.*

PRINTERS' INK is all right in its present form. It is impossible to improve it.—*Deutsche Zeitung, Elgin, Ill.*

### SOME LEADING NEWSPAPERS.



ADVERTISEMENTS appearing under this head are carefully edited, and any statement contained in them may be used elsewhere, if desired, and credited to PRINTERS' INK. They are based upon the reports and estimates of the American Newspaper Directory, and if in any respect erroneous, the fault is to be attributed to the Directory, and not to PRINTERS' INK. Advertisements inserted here may contain additional statements of value to the paper, not antagonistic to or inconsistent with the Directory ratings. Proposals for inserting advertisements in PRINTERS' INK, to be paid for by other advertising, cannot be considered at the present time.

#### ARKANSAS.

Little Rock **CAZETTE**—Both daily and weekly are rated as having fifty per cent. more circulation than any other daily or political weekly in Arkansas.

**BAPTIST VANGUARD**—A weekly, published at Little Rock, has the largest circulation rating accorded to any organ of the colored race published in Arkansas.

#### CALIFORNIA.

### TIMES,

Los Angeles, California, is the only daily in the State, outside of San Francisco and Oakland, the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of 10,959 copies.

**OUR HOME**, San Francisco—is given an average monthly issue of 26,339, by far the largest of any monthly in California.

#### COLORADO.

**LEADVILLE HERALD-DEMOCRAT**—Is given a higher circulation rating than any other daily in Colorado outside of Denver.

#### ILLINOIS.

Rights of Labor, Chicago—Of the dozen papers in the country devoted to the interest of the Knights of Labor, this weekly is accorded a larger circulation rating than any other, with one exception.

**SCHOOL NEWS AND PRACTICAL EDUCATOR**—A monthly, issued at Taylorville and Chicago, has a larger circulation rating than is accorded any other educational paper in Illinois.

**THE NEWS**—Champaign, Ill., shows a record for the past year of 3,600 copies. This is the largest circulation in Champaign County, and is guaranteed by the American Newspaper Directory with a \$100 forfeit.

### CLARK'S HORSE REVIEW, CHICAGO.

Is among the only twenty-four weekly publications in Illinois to which the American Newspaper Directory accords a circulation of more than 20,000 copies each issue. A large majority of successful business men lean towards the light-harnessed horse for recreation. THE REVIEW is the popular medium through which they keep in touch with events in that line.

**BELLEVILLE POST UND ZEITUNG**, Belleville, a German paper. Its daily edition is one of the (only seventeen) daily papers in Illinois, and its weekly edition one of the (only eighty-one) weekly papers in the State, and the only paper in St. Clair County, the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of 516 copies daily, and 2,323 copies weekly; and since the consolidation (Jan. 17, 1893) 888 copies daily and 3,744 copies weekly.

#### INDIANA.

**FORT WAYNE SENTINEL**—Has the highest circulation rating accorded to any daily in Indiana outside of Indianapolis.

The **Indianapolis News** conditions payment on larger circulation than any other three dailies in Indiana combined. Average over 30,000.

**American Nonconformist**: Issued at Indianapolis, has a higher circulation rating than is accorded to any weekly newspaper in Indiana.

#### IOWA.

**CONSERVATIVE**—Independence, is one of the (only forty-nine) weekly papers in Iowa the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of 1,160 copies.

#### KANSAS.

**TOPEKA ADVOCATE**—Official State paper. Farmers' Alliance organ—credited with the largest weekly circulation rating in Kansas

### REPUBLICAN, WASHINGTON,

Is one of the (only forty-nine) weekly papers in Kansas, and the only paper in Washington County, the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of 2,112 copies.

#### MAINE.

### TRANSCRIPT, PORTLAND,

is one of the (only eighteen) weekly papers in Maine the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of 25,108 copies, which is the largest guaranteed weekly circulation in the State.

**MASSACHUSETTS.**

**YANKEE BLADE**, Boston.  
No publication in Massachusetts is accredited  
a higher circulation rating.

**TEXTILE MFG. WORLD**, monthly, Boston,  
has the largest circulation rating accorded  
to any paper in the United States published in  
the interests of the textile manufacturing indus-  
tries and allied interests.

**Farm-Poultry**, Boston, monthly: regular  
circulation 30,711, much larger than any other  
publication in Massachusetts devoted specially  
to the live stock interest, or than any other  
Poultry journal in the United States.

**L'INDEPENDANT**, 12 pages, a French Ca-  
nadian weekly, published at Fall River; a regular  
issue of 6,651 copies guaranteed by the Ameri-  
can Newspaper Directory. Largest circulation  
rating accorded to any French paper in Massa-  
chusetts.

**THE WOOL AND COTTON REPORTER  
AND FINANCIAL GAZETTE,**

published in Boston, New York and Philadelphia,  
is among the only twenty-seven weekly papers  
in Boston, Mass., to which the American News-  
paper Directory accords a genuine paid circula-  
tion of more than 7,500 copies each issue. It is  
the leading textile publication of the United  
States.

**Commercial Bulletin**

is among the (only sixteen) weekly papers in  
Boston, Mass., to which the American Newspaper  
Directory accords a circulation of more than  
**12,500** copies each issue.

**MICHIGAN.**

**DETROIT JOURNAL** is among the (only three)  
daily papers in Michigan to which the Ameri-  
can Newspaper Directory accords a circula-  
tion of more than **20,000** copies each issue.

**MISSOURI.**

**MEDICAL BRIEF**, monthly, St. Louis, has  
a regular issue of 30,473 copies, guaranteed by  
American Newspaper Directory, a larger circula-  
tion than any other medical journal in the world.

**REPUBLIC**—St. Louis. Its daily edition is  
one of the (only five) daily papers, and its Sun-  
day and weekly editions are two of the (only  
forty-seven) weekly papers in Missouri, the exact  
accuracy of whose circulation ratings the Ameri-  
can Newspaper Directory guarantees by a \$100  
forfeit. Its record shows a regular issue for the  
past year of 52,746 copies daily, 52,746 copies Sun-  
day and 140,806 copies weekly, which is the larg-  
est guaranteed circulation in the State. No other  
daily or weekly of a daily in St. Louis furnished  
the Directory with a statement in detail of actual  
circulation every issue one year.

**NEW HAMPSHIRE.**

**5,000** circulation. The **Republican Journal**, 12-  
page weekly; largest paper in New Hampshire;  
best line of communication between advertiser  
and buying public. W. H. COLBY & CO., Publish-  
ers, Littleton, N. H.

**NEW JERSEY.**

**TRUE AMERICAN** — In Mercer County  
New Jersey (pop. 79,976), the largest daily circu-  
lation is accorded to the **True American**, pub-  
lished at Trenton, 6,107 copies, guaranteed by  
the American Newspaper Directory.

**True American,**  
TRENTON, N. J.,

Is among the only three daily papers in New  
Jersey to which the American Newspaper  
Directory accords a circulation of more than  
6,100 copies each issue.

**NEW YORK.**

**UTICA PRESS**—Is accorded the highest  
circulation rating of any daily in Utica.

**DAILY STAR**—In Queens County, New York  
(pop. 142,198), no paper is accorded a larger regular  
issue than the weekly edition of the **Daily Star**, published at Long Island City.

**HERALD**: In Herkimer County, New York  
(pop. 45,608), the largest circu-  
lation rating is accorded to the **Herald**, a  
weekly, published at Dolgeville; a regular  
edition of 8,000 copies, guaranteed by the  
American Newspaper Directory.

**JEWELERS' WEEKLY**, published in New  
York City, a regular issue of 9,575 copies, guaran-  
teed by the American Newspaper Directory,  
which is nearly twice the rating accorded to  
any other paper in the United States published  
in the interest of the jewelers' trade.

**PRINTERS' INK**—Is one of the only six  
teen-weekly papers in New York City the exact  
accuracy of whose circulation ratings the Ameri-  
can Newspaper Directory guarantees by a \$100  
forfeit. Its record shows a regular average  
issue of 51,618 copies during the year 1902, which  
is more than five times the total circulation ac-  
corded to all the dozen other publications issued  
in the United States in the interest of adver-  
tisers.

**THE  
Daily Metal Market Report,  
292 PEARL ST., N. Y. CITY,**

is one of the (only six) daily papers in the city  
the accuracy of whose circulation ratings the Ameri-  
can Newspaper Directory guarantees by a \$100  
forfeit. Its record shows a regular issue for  
the past year of 400 copies.

**OHIO.****THE SUN AND VOICE  
CLEVELAND, OHIO.**

is the only exclusive Sunday paper in Cleve-  
land, Ohio (16 pages), the exact accuracy of  
whose circulation ratings the American News-  
paper Directory guarantees by a \$100 forfeit. Its  
record shows a regular issue for the past year  
of **21,000** copies.

**INDEPENDENT,  
MILLVILLE.**

Its daily and weekly editions are the only two  
papers in Stark County, Ohio, the exact accu-  
racy of whose circulation ratings the American  
Newspaper Directory guarantees by a \$100  
forfeit. Its record shows a regular issue for the  
past year of 1,914 copies daily and 1,722 copies  
weekly.

**PENNSYLVANIA.**

**Pittsburgh PRESS** has the largest circula-  
tion rating of any daily in that city, viz: **40,964**.

**Colliery Engineer**, monthly, Scranton, Pa.:  
has the largest circulation rating accorded to  
any paper in America published in the interest of  
mining. Its circulation is national.

**DISPATCH**—In York County, Pennsylvania  
(pop. 99,489), the Dispatch, published at York, the  
county seat, is accorded the largest daily circula-  
tion rating in the county; a regular edition of  
3,682 copies, guaranteed by the American News-  
paper Directory.

**QUEBEC.****CANADA MEDICAL RECORD,  
MONTREAL,**

is one of the (only two) monthly publications in  
Quebec, Canada, the exact accuracy of whose  
circulation ratings the American Newspaper Di-  
rectory guarantees by a \$100 forfeit. Its record  
shows a regular issue for the past year of **650**  
copies.

**RHODE ISLAND.****NEWPORT NEWS.**

Its daily edition is one of the (only three) daily  
papers in Rhode Island the exact accuracy of  
whose circulation ratings the American News-  
paper Directory guarantees by a \$100 forfeit.  
Daily issue for the past year, **3,181** copies.

**SOUTH CAROLINA.**

**COTTON PLANT**, weekly, Columbia: Only agricultural paper printed in South Carolina.  
TENNESSEE.

**MEMPHIS APPEAL-AVALANCHE**—Is given a larger circulation rating for its daily, a larger circulation rating for its Sunday and a larger circulation rating for its weekly than is accorded to any other daily, Sunday or secular weekly paper in Tennessee.

**NASHVILLE AMERICAN** is one of the four weekly publications in Tennessee to which the American Newspaper Directory for 1883 accords a circulation of more than **12,500** copies each issue.

**WEST VIRGINIA.**

In Wood County, West Virginia (pop. 28,612), the largest circulation rating is accorded to the weekly edition of the **STATE JOURNAL**, published at Parkersburg.

**WISCONSIN.**

**EXCELSIOR**—A Catholic weekly, published at Milwaukee, has a larger guaranteed circulation rating than any other of the seventeen religious newspapers printed in Wisconsin.

The American Newspaper Directory having been the recognized authority on newspaper statistics for a quarter of a century, its circulation ratings naturally receive consideration from interested persons everywhere, and often develop value for advertising purposes, which it would be difficult to over-estimate. Advertisements such as are printed here are solicited for insertion in PRINTERS' INK, and will be given a classification with heading and map, as here indicated, subject to variation of form and make-up, as the space varies. These advertisements are inserted at 50 cents a line each issue; \$2.00 a line for four weeks; \$6.50 a line for three months; \$13.00 a line for six months, or \$26.00 a line for a year. Advertisement orders should be addressed to PRINTERS' INK, No. 10 Spruce street, New York.

**Displayed Advertisements**

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.  
Must be handed in one week in advance.

**SEATTLE TELEGRAPH**, the leading Democratic daily north of San Francisco.

**SUPERIOR** Mechanical Engraving, Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

**MEDICAL BRIEF** (St. Louis). Largest circulation of any medical journal in the world.

**JOB PRINTING** First-class, and no other. Printers' Ink Press, N.Y.

**\$1 BUYS 4 LINES**. 50,000 copies  
Proven. WOMAN'S WORK, Athens, Ga.

**SUCCESS** Family Magazine. 25c. a line. AMERICAN PRESS CO., Baltimore.

**FREE SAMPLE COPIES AND** We reach the people. THE GREAT WEST, Aberdeen, S. D.

**BE INDEPENDENT.** Own your own newspaper. Send for estimates to PICTORIAL WEEKLIES CO., 25 West 23d St., New York City.

**LET ME SHOW YOU SOMETHING**

If you advertise in local newspapers, send address. CHAS. W. HARPER, Columbus, O.

**PATENTS** HOPKINS & ATKINS, Washington, D. C. 20 years' experience. Write for information

**GERMANY** Magazine for the study of the German lang. and litt. For sample copies, rates of advertising, etc., address GERMANY, Manchester, N. H.

**DIRECTORY PUBLISHERS**, please send and price list of your directories to U. S. ADDRESS CO., L Box 1407, Bradford, McKean Co., Pa.

**PATENT** OR NO PAY. Book free. Prompt, reliable work. S. C. FITZGERALD, Washington, D. C.

**PUBLIC OPINION** Always pays Advertisers. Washington. New York.

**NEW YORK LEDGER**

**21.00—Visiting Cards.** We will engrave a copper plate and print 50 visiting cards for \$1.00. Samples, 4c. Satisfaction guaranteed. For 10c, we will mail copy of our book, Card Etiquette." BELLMAN BROS., Toledo, O.

**RAPID ADDRESSING.**

The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed absolutely correct. For particulars address F. D. BELKNAP, Prest., 314, 316 Broadway, New York City.

**DON'T**

Order any kind of cuts for printing until you have heard from us. It will pay you to write us.

CHICAGO PHOTO ENG. CO.

**WATCHES****Are the Best PREMIUMS.**

Address the manufacturers direct.

THE PHILADELPHIA WATCH CASE CO., RIVERSIDE, N. J.

**THE EVENING JOURNAL,**

JERSEY CITY'S

**FAVORITE FAMILY PAPER.**

Circulation, ---- 15,500.

Advertisers find IT PAYS!

**THE HOME CIRCLE,**

ST. LOUIS, MO.

75,000 Copies Each Month.

An exceedingly desirable medium for GENERAL ADVERTISERS.

THE HOME CIRCLE PUB. CO., St. Louis, Mo.

Dodd's Advertising Agency, Boston, or  
265 Washington Street,

World Builg.  
N.Y.  
City

Send for Estimate.

RELIABLE DEALING CAREFUL SERVICE

LOW ESTIMATES

I have had the American Newspaper Directory for ten consecutive years. It is indispensable to me as a dictionary, the only directory of newspapers that I can depend upon.

Sincerely yours,

NATH'L C. FOWLER, JR.  
Boston, Mass., May 13, 1893.



**200,000** Circulation Monthly; Guaranteed.

PAGE & RINGOT, Publishers.

**ADVERTISING RATES:**

80 Cents per Agate line. No discounts for time or space.  
5 per cent discount for cash with order.

To advertisers who wish to reach the ladies this is one of the best media in the country. Why not try the **QUEEN OF FASHION** once and be convinced by the returns you will receive!

**QUEEN OF FASHION**, 46 E. 14th Street,  
(UNION SQUARE) New York City.

# \$1,000

spent in advertising in the Right publications, in the Right manner and at the Right time, often produce better results than the expenditure of ten times that sum at random by inexperienced advertisers, or through agencies that own space they must get rid of, or that have lists that they are pushing—irrespective of their relative value for different classes of advertising.

If precedents count for anything we should be able to secure the *best* results for you. It costs *nothing* to get this security against mistakes.

**The Geo. P. Rowell Adyg. Co.**

NEWSPAPER  
AND MAGAZINE ADVERTISING,  
10 SPRUCE ST., NEW YORK.

## DO YOU WANT A WEB PRESS?

Hear what we have to say about

## ONE THAT WILL NEVER MISS AN EDITION

WE MAKE SUCH A ONE.

CAMPBELL PRINTING PRESS AND MANUFACTURING CO.,  
NEW YORK and CHICAGO.



Proposals for advertising  
in PRINTERS' INK, to be  
paid for by other adver-  
tising, cannot be con-  
sidered. All such offers  
are respectfully declined.



## START RIGHT.

If the using of a long established medium like **ALLEN'S LISTS** by advertisers of extended experience is good evidence of its ability to render valuable service, then it should be apparent to intending advertisers that it will be for their interest to pursue the best course at the very start and use **ALLEN'S MILLION** for profitable returns.

Forms close on the 18th.

E. C. ALLEN & CO., Prop's, Augusta, Me.

### CRYSTAL (Glass)

Fitted with Seth Thomas Movt. Desirable for Premiums, Prizes, Schemes, etc. Prices Low.

### PAPER WEIGHT

Any desired adv. Also supplied without adv. Write for Circulars and Prices.



FULL  
SIZE.

PATENT APPLIED FOR.

BAILEY CLOCK Co., Plattsburgh, N. Y.  
107 Queen Victoria Street, London.

## WEEKS vs. DECADES

For many years the New York *Herald* and the New York *World* have struggled for supremacy in the advertising field, and in no department have they used greater endeavor than in that of Real Estate.

With this in mind, the following figures tell of a victory for the New York RECORDER that is one of the most wonderful ever recorded in newspaper history:

Real Estate advertisements published during the week ending April 15 :

RECORDER.	<i>Herald.</i>	<i>World.</i>
<b>4,065</b>	3,123	1,125

Week ending April 22 :

RECORDER.	<i>Herald.</i>	<i>World.</i>
<b>3,961</b>	3,738	1,611

Week ending April 29 :

RECORDER.	<i>Herald.</i>	<i>World.</i>
<b>4,853</b>	3,171	1,806

Week ending May 14 :

RECORDER.	<i>Herald.</i>	<i>World.</i>
<b>2,883</b>	2,322	1,385

It is not alone the number of people reached, it is not alone the class of people reached, that has given THE RECORDER this standing at the head—it is both.

**Miscellanies.**

A SINGULAR DELUSION.  
 Oh, what a literary mist  
 Did that sweet woman's mind befog,  
 Who went into the Bible House  
 To buy Boccaccio's "Decalogue!"

—Ex.

"Mark my words," said the reporter, who was disposed to argue.  
 "I will," said the city editor, as he drew his blue pencil.—*Washington Star.*

Jake—Here's an advertisement in th' paper fer that dog you found. The man wot owns him offers a reward.

Jim—How d'ya know it's a man?  
 Jake—Th' paper says, "No questions asked."—*New York Weekly.*

He Must Be.—Cross: Did you ever write any poetry?

Squeerry—Yes; some.

Cross—What for?

Squeerry—Oh, just to kill time.

Cross—Is he dead?—Puck.

The Decadence of a Wit.—Editor *American Jester*: We cannot accept any more contributions from you, Mr. Wagg.

Mr. Wagg—May I ask why?

Editor—Your jokes are being copied into *London Punch*.—Puck.

Supplying the Demand.—"There are four applications for your autograph in the morning mail, sir," said the secretary of the President of the Chicago Literary Society to his employer.

"Did they enclose stamps?"

"Yes, sir."

"Then write my autograph on postal cards and send them."—*Brooklyn Life.*

The editor of *The Meriwether* (Ga.) *Vindicator* is able to "gloat" over his enemy in the following vigorous style:

"Four years ago we were postmaster at Greenville, and one A. E. Buck—'Boss Buck'—was very active in taking steps for our removal, and he made a complete success of his efforts to have our official head roll over in the basket. We are glad to know that the guillotine is again at work, and that this time Buck's head is rapidly nearing the descending knife. We are having our turn now, and are feeling a thousand times more joyful over the situation than feels Mr. Buck."

A Difficult Language.—"I wish you would tell me the meaning of an expression I have noticed in the newspapers," said a Frenchman who was studying the English language.

"Very well," replied the American. "What expression do you refer to?"

"One of the newspapers said there was 'a nigger in the wood-pile.'"

"Oh, that's an idiom. It means there is a 'snake in the grass.'"

"Nigger in the wood-pile means there's a snake in the grass?" said the inquirer with a puzzled air.

"Well, both the expressions are synonymous with 'the milk in the cocoanut' and 'an axe to grind.' Understand?"

But the foreigner scratched his head, and walked away with an expression of despair on his countenance.—*Judge.*

**PRINTERS' INK—HOW TO MAKE IT BETTER.**

ST. ANNE RECORD,  
 ONLY PAPER IN A THRIVING VILLAGE  
 OF 1,000 INHABITANTS.  
 ST. ANNE, Ill., May 15, 1893.

*Editor of Printers' Ink:*

In answer to the question, "Does Printers' Ink in its present form please you?" will say that it does, and exceedingly so. The form and size are the two things which go to make it so pleasing. It is so much more handy to handle than a larger journal. In its present form one can read it with comfort, and store it away for reference, and it holds its shape and does not become soiled, neither do the leaves become detached. Printers' Ink pleases me in every respect.

F. G. MARTIN, Editor.

HERMAN J. MARTIN CO.,  
 PRINTERS, PUBLISHERS AND ADVERTISING AGENTS,  
 WASHINGTON, D. C., May 17, 1893.

*Editor of Printers' Ink:*

In reply to the two questions in last week's Printers' Ink, asking if the "present form pleases," I would unhesitatingly say it does, and ought to please any one. As to "how can it be improved?" allow me to say that it would be hard to improve. It is the best, most readable and greatest instructor we receive out of a list of about 200 papers.

HERMAN J. MARTIN.

"While I have not seen an article in Printers' Ink relative to wind-mill advertising, I have gained much valuable information from it in a general way, and think it 'one of the best.' Would be pleased to have my subscription pushed along for another year, for which I herewith enclose N. Y. draft for \$2."—*Kirkwood Wind Engine Co., Arkansas City, Kansas.*

"Enclosed please find check for one dollar. I have been fortunate enough to get a copy of the little schoolmaster from our exchange list occasionally, and I want it every week, an impossibility unless I have you send it to my house. The little schoolmaster has too many pupils in our office"—*J. Mathews, with the Yankee Blade, Boston, Mass.*

"Some disinterested newspaper has been having you send us your valuable little paper until within a few months past. We have tried to worry along without it since then, but the void it used to fill has now grown to a yawning chasm, and before it swallows us entirely we enclose you the amount of subscription to Printers' Ink, and would be pleased to have you send it at once."—*William E. Walsh & Sons, Hatters & Furriers, Albany, N. Y.*

"As manager, buyer and advertising man for our firm I feel I cannot do without the 'Little Schoolmaster.' Enclosed find necessary wherewith for one year's subscription to Printers' Ink. Tell Fountain here's one bona fide subscriber that has paid for his paper and wants it to come."—*S. S. English, Eagle, N. B.*

"Enclosed find \$2 for Printers' Ink, to be sent to F. L. Nydecker, 1475 Woodland avenue, Cleveland, Ohio. He is one of our advertisers, and completely 'gone' over the little schoolmaster, and we realize he will advertise with us more extensively if he receives Printers' Ink weekly."—*Frank L. Willcutt, Cleveland, Ohio.*